



NEWS RELEASE

SoFi Expands Access to Private Markets with Funds from Cashmere, Fundrise and Liberty Street Advisors

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This expansion will unlock retail investor exposure to highly sought-after privately held companies with lower minimums and streamlined access directly from the SoFi app.

SAN FRANCISCO--(BUSINESS WIRE)-- **SoFi** (NASDAQ:SOFI) has expanded access to alternative investments to include new private markets funds from asset management firms including **Cashmere**, **Fundrise** and **Liberty Street Advisors**. Through these funds, investors can gain exposure to multiple private companies across AI, machine learning, space technology, consumer products, healthcare, e-commerce, and financial technology, like OpenAI, SpaceX, Graza, Epic Games, and more.

- Cashmere invests in a portfolio of high-growth companies to give people access to early and growth-stage private companies - backed by cultural tastemakers like Josh Allen, Jayson Tatum, iconic founders, and top-tier VCs. They leverage their platforms and visibility as a distinct competitive advantage to drive market momentum and accelerate growth.
- Fundrise is the largest direct-to-consumer alternative asset manager in the U.S., serving over 2 million people. Fundrise is known for pioneering the democratization of real estate and venture capital through its online, direct-to-investor platform.
- Liberty Street Advisors is an investment advisor that partners with experienced managers to offer differentiated investment strategies and opportunities in areas like private markets and alternative assets to help investors diversify beyond public stocks and bonds.

"SoFi is expanding alternative investment opportunities for a new generation of investors," said **Anthony Noto**, CEO of SoFi. "Our unmatched selection across investment opportunities like private equity, venture, private credit and real estate, give our members the ability to build truly diversified portfolios to reach financial independence and realize their ambitions."

With investment minimums starting at \$10, SoFi is leveling the financial playing field. SoFi offers a wide range of institutional-grade investment opportunities to over 10.9 million members.

Over the past year, SoFi has expanded its Alts offering with the introduction of a suite of alternative investment funds managed by ARK, KKR, Carlyle, and Franklin Templeton that provide exposure to private credit, real estate, and pre-IPO companies. Additionally, SoFi relaunched its robo-advisor in collaboration with BlackRock, giving members access to curated portfolios that include alternative assets like real estate and multi-strategy funds.

SoFi has also partnered with Templum to give members access to privately held companies via the Cosmos Fund, with asset classes offering sole exposure to top tech companies including SpaceX, Databricks and xAI, as well as the Pomona Investment Fund and StepStone Private Markets Fund.

Access to new private markets funds from asset management firms Cashmere, Fundrise and Liberty Street Advisors is now available to SoFi Invest members. Those who are interested in learning more about accessing these offerings can find information [here](#) and in the Invest section of the **SoFi App**.

About SoFi

SoFi Technologies (NASDAQ: SOFI) is a one-stop shop for digital financial services on a mission to help people achieve financial independence to realize their ambitions. Over 10.9 million members trust SoFi to borrow, save, spend, invest, and protect their money – all in one app – and get access to financial planners, exclusive experiences, and a thriving community. Fintechs, financial institutions, and brands use SoFi's technology platform Galileo to build and manage innovative financial solutions across 158.4 million global accounts. For more information, visit www.sofi.com or download our **iOS** and **Android** apps.

About Cashmere

Cashmere seeks to provide long-term capital appreciation through an actively managed portfolio of private, early-stage venture capital investments. Cashmere's portfolio managers seek to leverage their networks of influence in the sports and entertainment industries to further compound and accelerate growth of its portfolio companies. Learn more about Cashmere at www.thecashmerefund.com.

About Fundrise

With more than 2 million users, Fundrise is the largest direct-to-investor alternative asset manager in the country. For 10+ years, our mission has been to use technology to build a better financial system for the individual. We build software that enables us to develop and deliver investments designed to give our clients a performance edge in any

economic environment. Our \$3+ billion in assets under management include investment vehicles focused on real estate private equity, private credit, and growth equity. You can learn more about Fundrise at **Fundrise.com**.

About Liberty Street Advisors

Liberty Street Advisors, Inc. ("Liberty Street") is an SEC registered investment advisor. The firm is located in New York City and launched its first fund in 2007. Liberty Street provides access to valuable and timely investment strategies designed to help investors and financial advisors meet the challenges of today's market environment.

Disclosures

Availability on the SoFi Invest platform does not constitute an investment recommendation, endorsement or solicitation by SoFi Securities LLC. All investments involve risk, including the potential loss of principal.

Brokerage and Active investing products offered through SoFi Securities LLC, member FINRA (www.finra.org)/SIPC (www.sipc.org). For a full listing of the fees associated with SoFi Invest, please view our **fee schedule**.

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