

# UpMarket Group

## An Alternative Investment Platform & Broker/Dealer

Tiburon Written Research  
May 22, 2026



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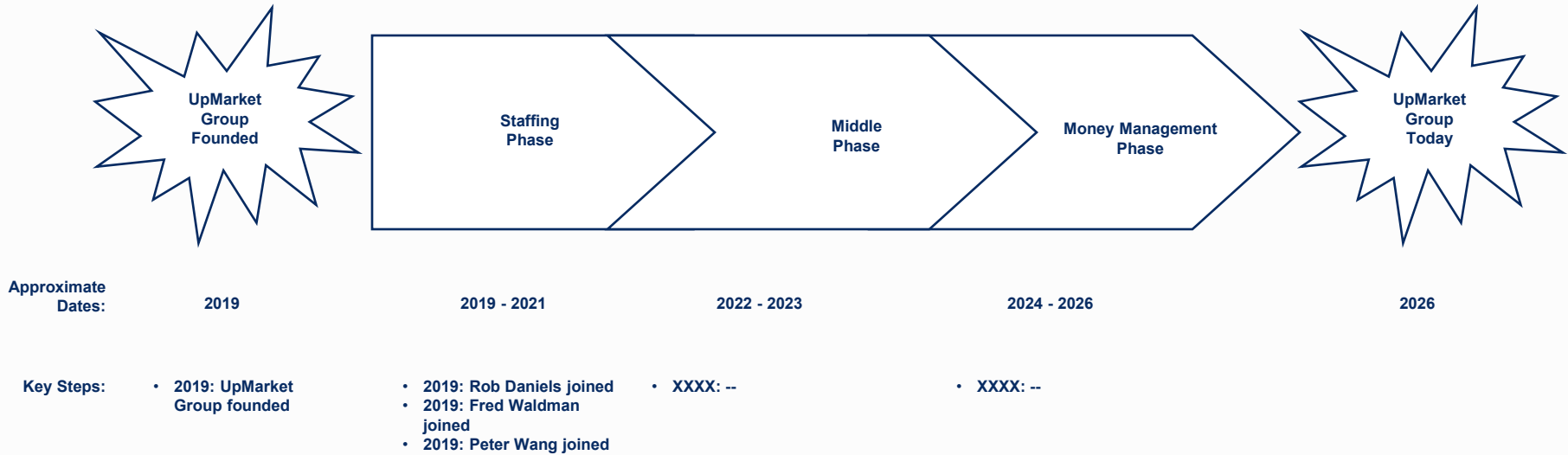


## Comments

- **Founded in 2019**
  - **Founded by Grace Chen**
- **Based in New York, NY**
- **3 offices**
- **14 employees**
- **\$301 million assets under management**
- **CEO: Grace Chen**
- **Privately owned**
- **Website: [www.upmarket.co](http://www.upmarket.co)**

# UpMarket Group was Founded in 2019 and Has Subsequently Evolved through its Staffing, Middle, & Money Management Phases

## UpMarket Group History



Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# ***UpMarket Group was Founded by Grace Chen in 2019***

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## **Comments**

- **Founded in 2019**
  - **Founded by Grace Chen**
- **Based in New York, NY**

# UpMarket Group is Not a Frequent Advertiser

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**UpMarket**

Comments
<ul style="list-style-type: none"><li data-bbox="664 391 741 411">• --</li></ul>

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# **UpMarket Group Has a Tag Line that Captures its Mission in Alternative Investments**

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## **UpMarket Group Tag Line**

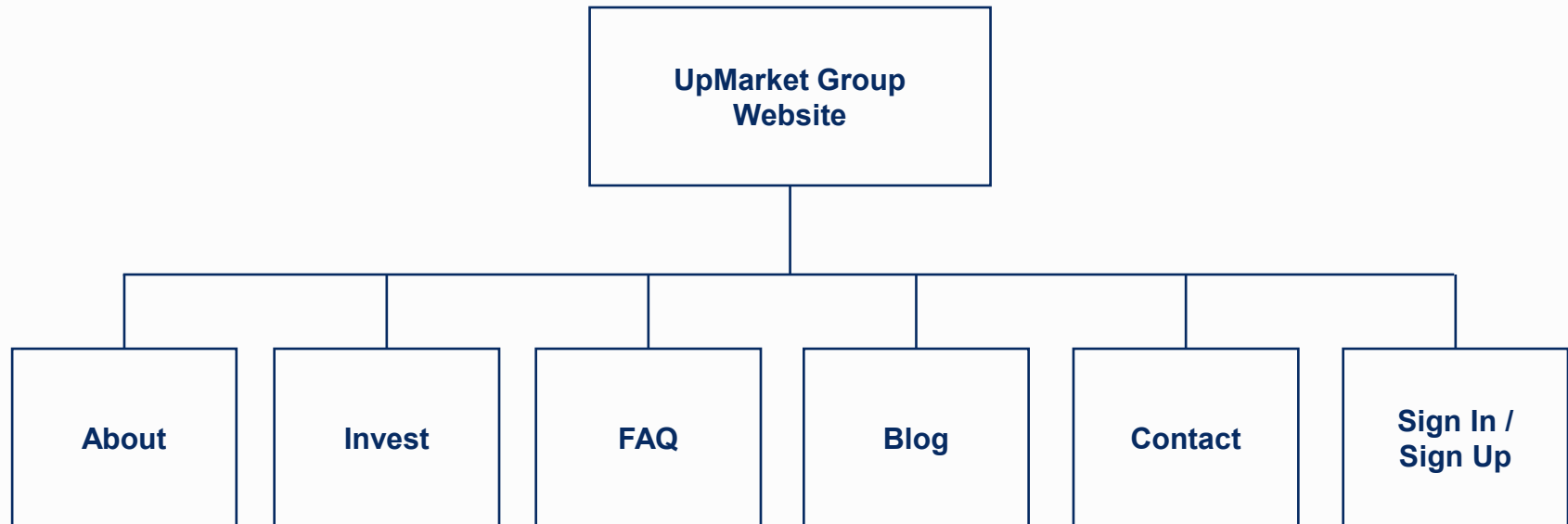


**“Alternative Investments, Unlocked”**

**UpMarket**

# UpMarket Group Has a Website with Six Core Sections, Including About, Invest, FAQ, Blog, Contact, and Sign In / Sign Up

## UpMarket Group Website



# UpMarket Group is Not a Frequent Acquirer

Acquisitions

## Comments

**UpMarket**

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Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group Has a Charitable Giving Program

Charitable Giving

## Comments

- --

**UpMarket**

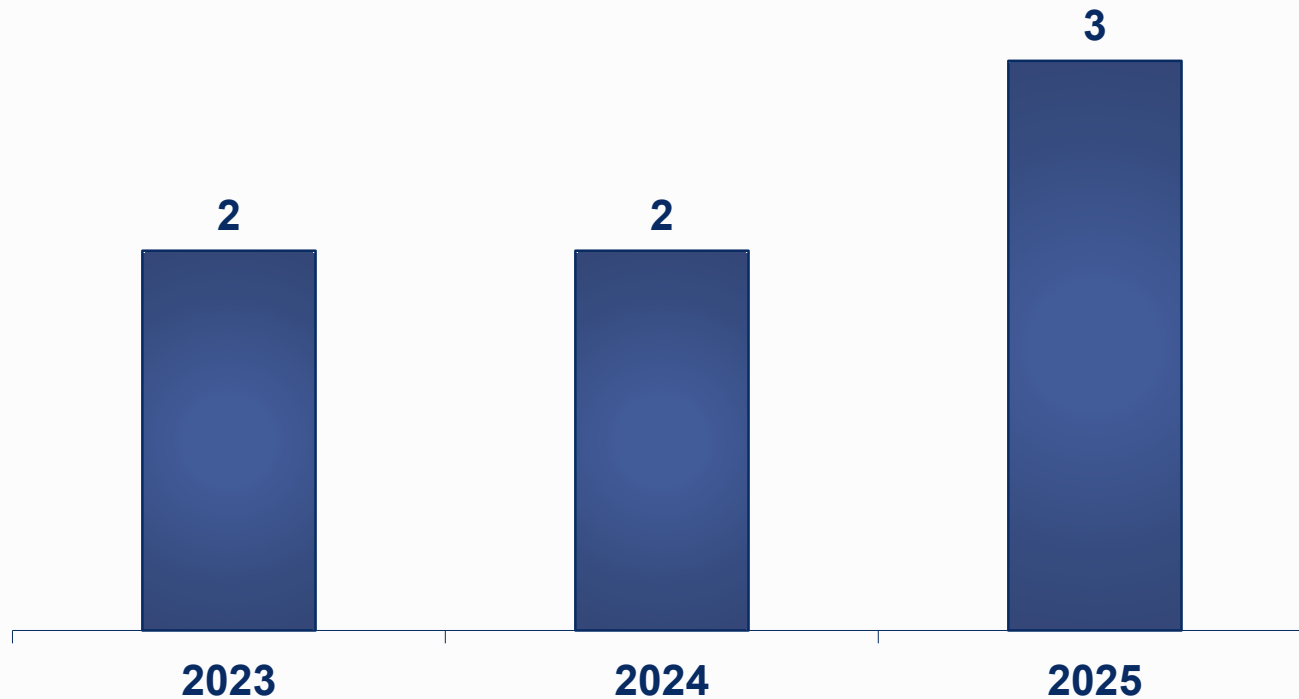
Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group Has Three Offices, Up From Two in 2023

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## UpMarket Group Offices



Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# ***UpMarket Group's Offices Include New York, NY; the Bay Area, CA; & Bellevue, WA***

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## **UpMarket Group Offices**

- **New York, NY**
- **Bay Area, CA**
- **Bellevue, WA**

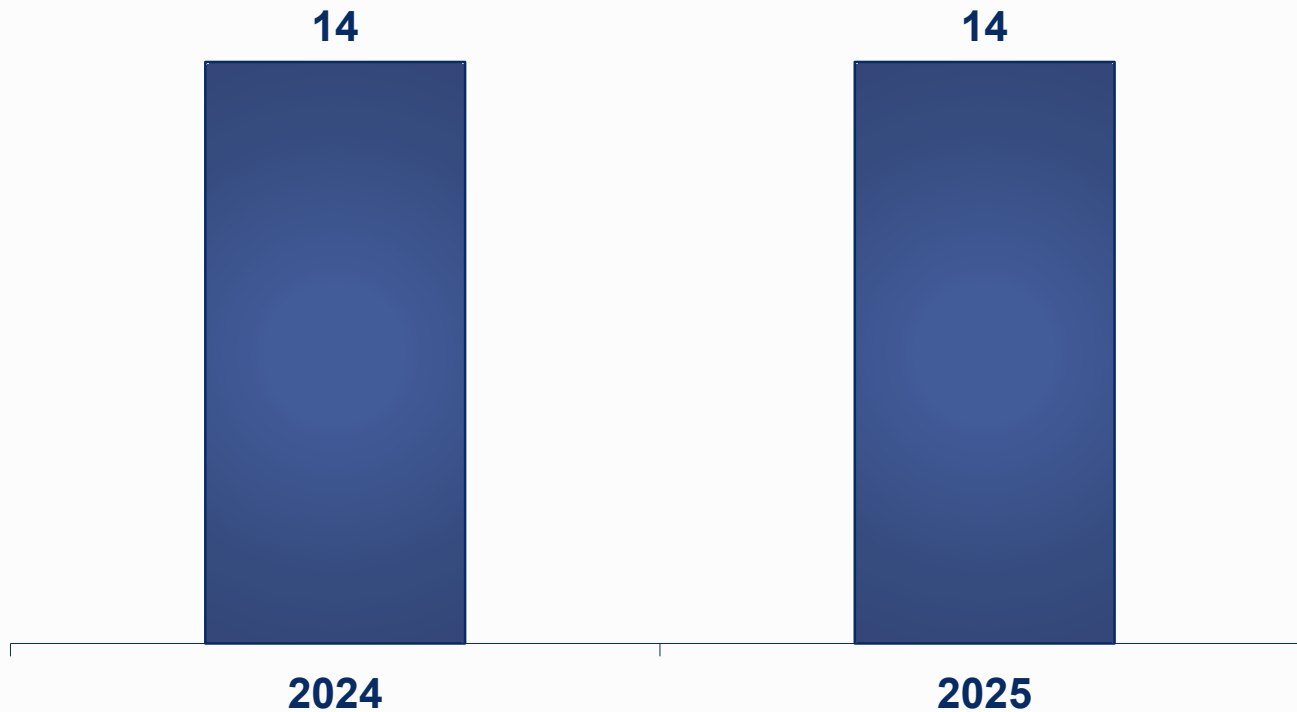
**UpMarket**

# UpMarket Group Has 14 Employees, Consistent from 2024

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**UpMarket**

## UpMarket Group Employees



Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group Has Raised Funds

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## UpMarket Group Funds

**UpMarket**



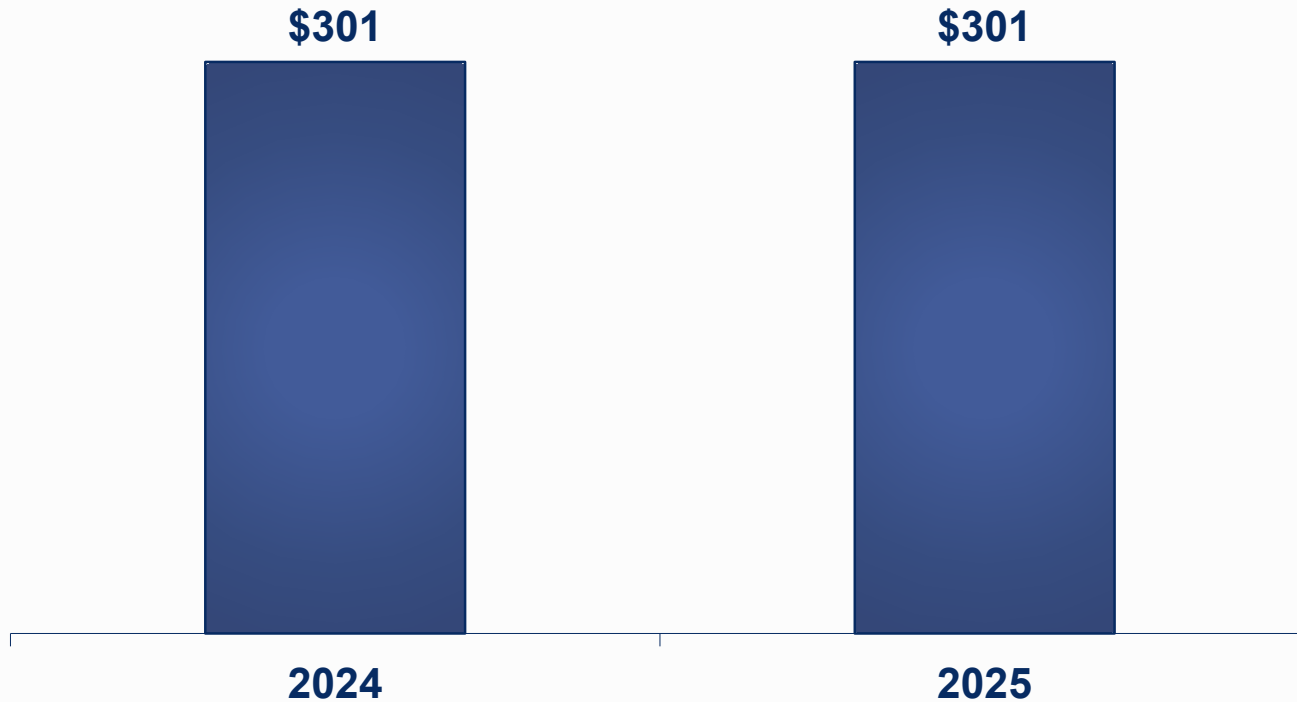
Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# ***UpMarket Group Management Has Gathered \$301 Million Assets Under Management, Consistent with 2024***

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## **UpMarket Group Assets Under Management (\$ Millions)**



Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group Generates Revenues

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## UpMarket Group Revenues (\$ Millions)

**UpMarket**

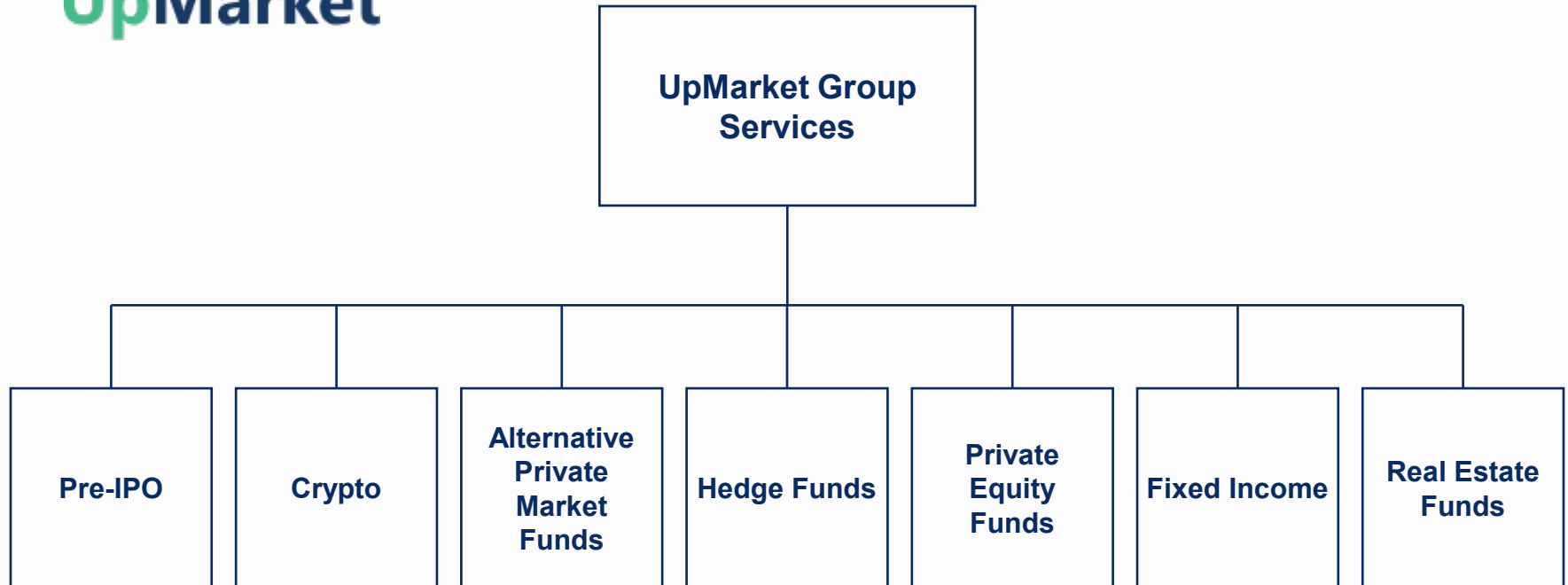
**2024**

**2025**

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

## UpMarket Group Services

**UpMarket**



# UpMarket Group's First Service is Pre-IPO

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Comments
<ul style="list-style-type: none"><li data-bbox="664 408 741 429">• --</li></ul>

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group's Second Service is Crypto

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Comments
<ul style="list-style-type: none"><li data-bbox="664 408 741 429">• --</li></ul>

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group's Third Service is Alternative Private Market Funds

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Comments
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Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group's Fourth Service is Hedge Funds

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Comments
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Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group's Fifth Service is Private Equity Funds

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Comments
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Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group's Sixth Service is Fixed Income

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Comments
<ul style="list-style-type: none"><li>• --</li></ul>

**UpMarket**

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Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group's Seventh Service is Real Estate Funds

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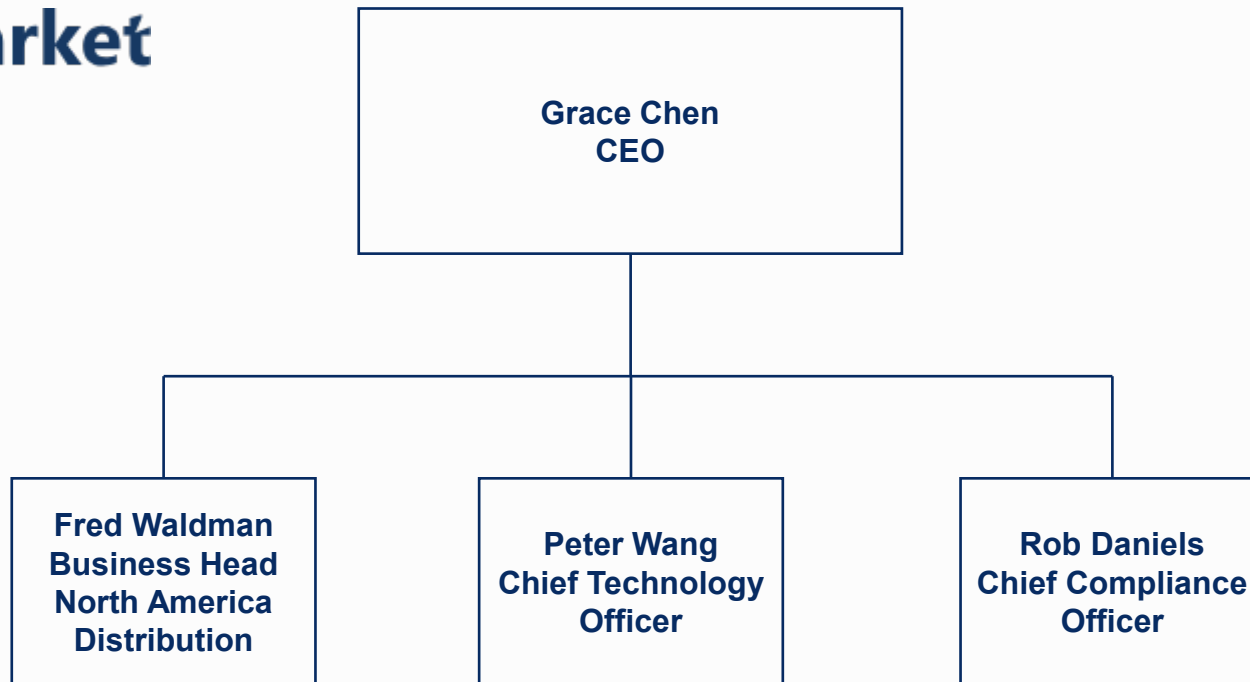
Comments
<ul style="list-style-type: none"><li data-bbox="666 406 743 428">• --</li></ul>

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group is Led by its CEO Grace Chen

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## UpMarket Group Organizational Chart




*Note:* Grace Chen founded the firm in 2019; she is also managing partner of Aeterna Capital; she was formerly at Greenland USA; Meixin Global; & Property Markets Group; Fred Waldman joined the firm in 2019; he is also a partner at Aeterna Capital; he was formerly at The Goldman Sachs Group and Waldman & Black; Peter Wang joined the firm in 2019; he is also CEO of 57Blocks; he was formerly at Accenture, Adobe, AGSI, Horizon Software; StarCite, Symbio, & TubeMogul; Rob Daniels joined the firm in 2019

*Source:* 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group Has a Board of Directors Led by its Chairman XX

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## UpMarket Group Board of Directors

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• --	• --	• --	• --	• -- 

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group is Privately Owned

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Comments
<ul style="list-style-type: none"><li data-bbox="664 408 741 429">• --</li></ul>

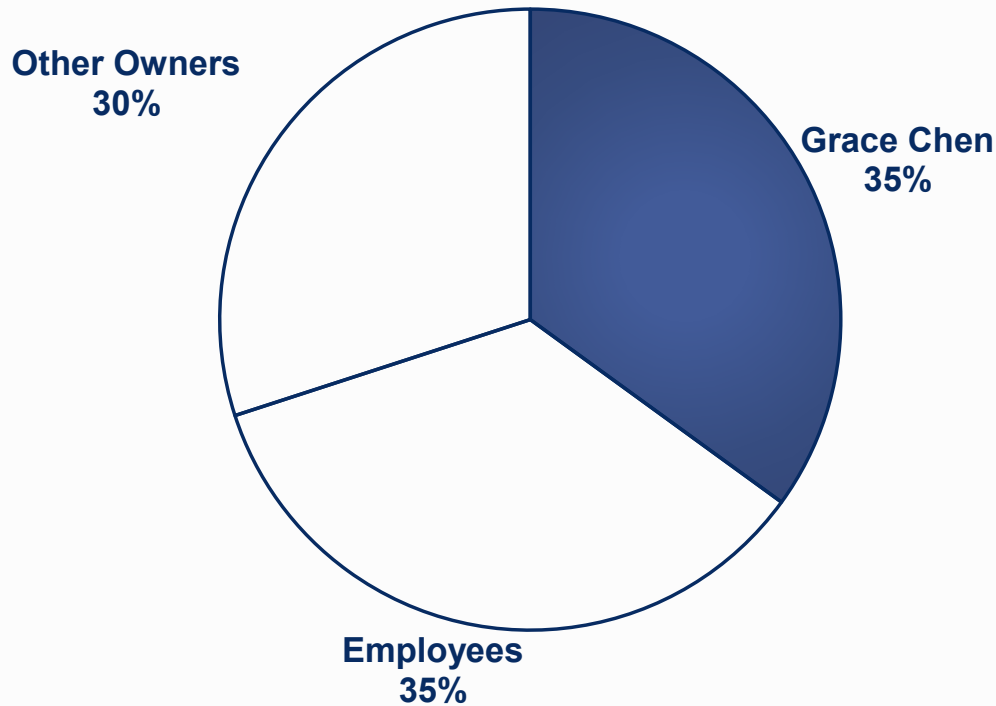
Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

# UpMarket Group is Owned by Grace Chen, Employees, & Other Owners

Needs more complete data

## UpMarket Group Ownership By Owner

UpMarket



Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis



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