

**The Editor's Award**  
E-EDUCATION & MARKETING

**THEMATIC BACKDROP**

- 31.25% of investors tell mtn-i the biggest impediment to buying structured notes is lack of education about them.

**THE CASE**

- In October 2009, Incapital launches v2.0 of structuredinvestments.com to raise the level of buy-side structured product knowledge and to drive business.
- It uses the site to harvest reverse enquiry and offer secondary trading as well as to sell primary deals and spread the structured word.
- Over 2,000 professionals sign-up and major Wall Street issuers endorse the site.

## Accruing interest in structures

### A STRUCTURED EDUCATION

In April, mtn-i revealed in a groundbreaking survey of US investors that nearly a third felt lack of education was the main impediment to buying structured notes. Incapital has tackled this problem head on launching its structuredinvestments.com website to take the fight for structured products to the masses.

Launching version 2.0 of the site in October 2009, the firm made the sort of push usually made only by big Wall Street firms launching a comprehensive site for structured products aimed at educating finance professionals.

Incapital's goal, not unusually, is to do more structured business but unlike some competitors, it wants to take as much of the market along for the ride as possible. "We want to grow the pie in terms of people selling structured products and we think the way to do that is with greater information and transparency," says Patty Cohen, Vice President, Structured Products.

The site offers both information and market access. Close to mtn-i's own heart is a cornucopia of editorial content including news, blogs and newsletters covering structured note market topics. The site also offers courses and a presentation and brochure library.

Some of Wall Street's biggest names have endorsed the platform with their own brochures and presentations to bring the latest structured note thinking to a wider audience.

At a more basic level, Incapital's glossary of structured note terms seeks to enfranchise potential market participants. The educational content has proved a big hit across the board. "We think continuing education helps the market place in general," says Cohen, "at least five or six firms insist their brokers do our courses before they start selling structured products."

"Broker-dealers from tier one firms to small shops are logging on. We're getting RIAs [Registered Investment Advisors], fee-based advisors, retail brokers from wire houses to small regional firms. There's a good mix of people using it," adds Glenn Lotenberg, Managing Director, Structured Investments, "Some people have asked us if they can import it for their own intranets."



L to R - Glenn Lotenberg, Patty Cohen, Adam Friedman, Matt Larkin

There is market data too. A database of indices and other potential structured note underlyings shows the latest levels at a glance meaning registered site users can weigh up the structured offerings promoted elsewhere on the site.

### MARKET ROUND-UP

Importantly, the website does not just rely on giving information out to generate interest in products. Users can access an area of the site to generate trade enquiries. Even if such enquiries do not lead to trades themselves, Incapital can aggregate the data to better aim future marketing efforts. "The website has led to some trades being done. It also helps corral our customer information in one place," says Cohen.

The site also offers secondary market access. For note holders long paper they wish to sell, the site offers access to a network of over 900 broker-dealers and Registered Investment Advisers in the hunt for the best bid, not to mention Incapital's and the note issuer's commitments to support their own deals.

Incapital supports its marketing efforts with its own New York Structured Products Conference. In October, the firm brought around 75 of its clients together along with issuers Goldman Sachs, JP Morgan and Bank of Montreal. The conference

allowed the firm to open up discussion on popular products such as leveraged steepeners and range accruals in a manner which rarely happens in the structured note market with the obvious exception of mtn-i's own Structured Products & Investor Solutions Conference, the fourth of which took place in April in Miami.

Incapital will not rest on its laurels and aims to develop the site. "We're continually adding to it. We can add new educational modules when relevant and we're building a depository of CD offering documents - more just as a service but we think it important people have that information," says Cohen.

Recordings of Incapital's monthly structured note marketing conference calls allow users to listen in to the firm's latest note ideas and products and access historical ideas in the hunt for inspiration. This is one aspect of the site already under review. "Video and webinars are on the agenda. Moving the conference calls over to video presentations and webinars is in the works. This is only the first run that you see now," says Cohen.

**INCAPITAL**

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**Patty Cohen**  
VICE PRESIDENT, STRUCTURED PRODUCTS, INCAPITAL

The site has yielded results for Incapital. Since launch, over 2,000 professionals have registered on the site, according to Cohen. Lotenberg says he is optimistic about the future of the site. "Hopefully, we're expecting huge growth. Realistically, in six months we could have three to four thousand registered users." ■

Ralph Sinclair

