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| Start-up | | | | |
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# Executive Summary

Our start-up is open to all who are interested in the finance domain and want to witness the combination of AI trading algorithms with the Finance market/ Industry to take advantage of cutting-edge algorithms to maximize profits based on intensive study and analysis of trends. (Name) is a start-up specializing in reducing user interference in the trading process of the stock market and profits come solely from commission of each trade

(Name) wishes to expand our algorithms to make our analytical decisions stronger based on the choices taken by an ensemble of highly critical algorithms solely catered in understanding the stock market and trends

**Objectives**

Specifically, our objectives are as follows:

* To design and develop highly precise algorithms to carry out our trades.
* To Refine our algorithms and train them on day-to-day finance decisions
* To apply the algorithms to real time stocks of companies
* To create an easy to use Dashboard to control the algorithms and understand the decisions it takes along with the log of all trades
* Market our product to interested target audience who wish to maximize profits by relying on our algorithms to carry out the trade.

# Company Overview

### **Mission**

Our mission is to develop a software solution for the regular investors and traders in the stock market. We have located a need of change in the financial investment sector. Investors and trader need a reliable software on which they can rely on to carry out highly analytical trades based on intensive learning and training of millions of records of data. We have identified a potential idea and seek to capitalize on it. When we generate high yield and returns on our trade decisions, we not only help to build a future for the users, but also for the company. We want our start-up to be true leader in the automated finance market and have a strong feeling that we have a solid idea in an unexplored domain by utilizing the power of AI.

**Keys to Success**

1. Software sophistication: It is very important to let consumers know that our software takes highly critical trading decisions based on thousands of hours of research and then concludes with a decision, but yet easy enough to for them to operate and understand the working. This reassures the users that our software is of quality
2. Software enhancement: We require constant addition of features and tweaks to our algorithms to ensure all the decisions taken by the software are highly analytical to maximize profits
3. Easy usage of the software by abstracting all the complex decisions and resulting only an easy-to-understand dashboard which can tend to any user irrespective of their background in the domain.
4. Name recognition is a key factor and growing stronger every day.
5. Compatibility with all systems. It is important that users can access their portfolio and initiate trades on any platform

### **Company Summary**

Our start-up idea originally formed under the separate interest in the stock market and in Machine learning algorithms. We the aim to collaborate our interests to apply cutting edge and highly precise algorithms in the finance stock market sector. As this market had huge potential, we aim to use our algorithms to carry out trades after training it on millions of records of data which would result in the best decision to maximize profit.

# Business Description

### **Services**

Our start-up allows day trading investors to rely on our algorithms to carry out the trades and monitor the stock transactions throughout the day to track exactly how much profit and loss is occurring at any given moment during the trading cycle. Day trading is a rather unusual type of trading in stocks and bonds where investors invest for quick short-term gains throughout the trading day. At the close of each trading session, the investor considers the day's activities as his income for the day. This is an extremely high-stress way to invest and similar to that of an air traffic controller: exact tracking and monitoring is crucial to their success. Failing to receive a key piece of information can lead to enormous losses and so timing is critical. Also, if the market takes an unexpected downturn, traders need to be aware of that trend so that they can quickly leverage their way out of a bad situation and prevent it from turning worse. All of this is simplified by letting the algorithm thoroughly analyse the market and then take highly critical trading decisions.

### **Competitive Comparison**

Our software is not the first to the market. There is similar competition for our software like upside.ai, however, we have employed multiple algorithms to carry out our trades based on different circumstances and trend of the market.

### **Technology**

Our current technology is still in development phase and will not be patented until it moves to the testing phases.

### **Future Services**

Our future development plan is for our start-up. to continue to offer cutting edge software technology for the financial sector by updating and adding to our algorithms array.

# Market Analysis

Algorithmic trading is a process for executing orders utilizing automated and pre-programmed trading instructions to account for variables such as price, timing and volume. An algorithm is a set of directions for solving a problem. Computer algorithms send small portions of the full order to the market over time.

Algorithmic trading makes use of complex formulas, combined with mathematical models and human oversight, to make decisions to buy or sell financial securities on an exchange. Algorithmic traders often make use of high-frequency trading technology, which can enable a firm to make tens of thousands of trades per second. Algorithmic trading can be used in a wide variety of situations including order execution, arbitrage, and trend trading strategies.

### **KEY TAKEAWAYS**

* Algorithmic trading is the use of process- and rules-based algorithms to employ strategies for executing trades.
* It has grown significantly in popularity since the early 1980s and is used by institutional investors and large trading firms for a variety of purposes.
* While it provides advantages, such as faster execution time and reduced costs, algorithmic trading can also exacerbate the market's negative tendencies by causing flash crashes and immediate loss of liquidity.

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| STRENGTHS   * Minimize emotions * More opportunities * No latency * Fast trades * Cost efficiency * Back testing and optimization |  | WEAKNESSES   * Not infalliable, can be subject to errors * Cannot improvise * Preset rules to follow |
| OPPORTUNITIES   * Eliminating human emotions * Trade at any time of day * No need to have any special knowledge * No slippage on orders or other mishaps | THREATS   * Market impact * System malfunction * Improper prediction |