



Hedge community

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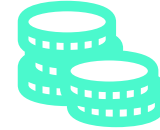
Project

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Analysis

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Project

Project Problem

There is a lack of a common space where

- Students can **learn** in a trusted and transparent way from traders that make a living trading stocks.
- Investors can **invest** their money being in control.
- Traders can find **meet** people who are willing to pay for their knowledge and experience, or other peers to invest their money.

Project

Opportunity

Building an online platform that unites:

- **Professionals** (Retail traders that successfully trade for a living)
- **Investors** (anyone interested in monetizing their money / savings)
- **Students** (anyone who is interested in knowing about trading for a living or becoming a trader)

Without conflicts of interest

Project

Solution

- **A validated community:** backed by verified professionals.
- **A copy trading platform:** Index Investment, based on a trader index (Trader Rank).
- **A business model without conflict of interest.**
 - Profits investment on the best traders
 - Commissions only on profit.
 - Validation is based on real accounts and balance.

Project

Value proposition

¿What do traders get from the community?

- People interested in paying for their knowledge and experience.
- People willing to invest (use the traders to monetize their money).
- A professional ecosystem (more knowledge, more investment possibilities, more diversification).

¿What do students get from the community?

- If you pursue an MBA being your goal to build a Company: What do you prefer, a university full of academics or entrepreneurs and successful professionals who can tell you about all their successes and failures?

¿What do investors get from the community?

- A transparent and verified environment formed by professional traders who make a living from it.
- Tools to easily invest.

Analysis

Analysis

Problem



- **The allure of trading for a living is full of fantasies. Conflicts of interest are relatively pervasive and inherent.** In the last 20 years the industry has benefited by € 39,000,000,000 while customers have lost € 118,000,000,000.
- **“All models are wrong,” the statistician George Box observed, “but some are useful.”** — Philip Tetlock, Superforecasting: The Art and Science of Prediction

Analysis

¿Why can small traders make money?

This is an obvious issue, but one that is often ignored. The arguments of many academics is that you can't make money trading because large, professionally managed funds have very difficult time beating market, so why should you be able to do so, sitting at home or in your office without any competitive or informational advantage?

You are not the best capitalized player, in a field that attracts some of the best and brightest minds in the world, you are unlikely to be the smartest in the room so, what room is there for the small, individual trader to make profits in the markets?

The answer is simple but profound: you can make money because you are not playing the same game as these other players.

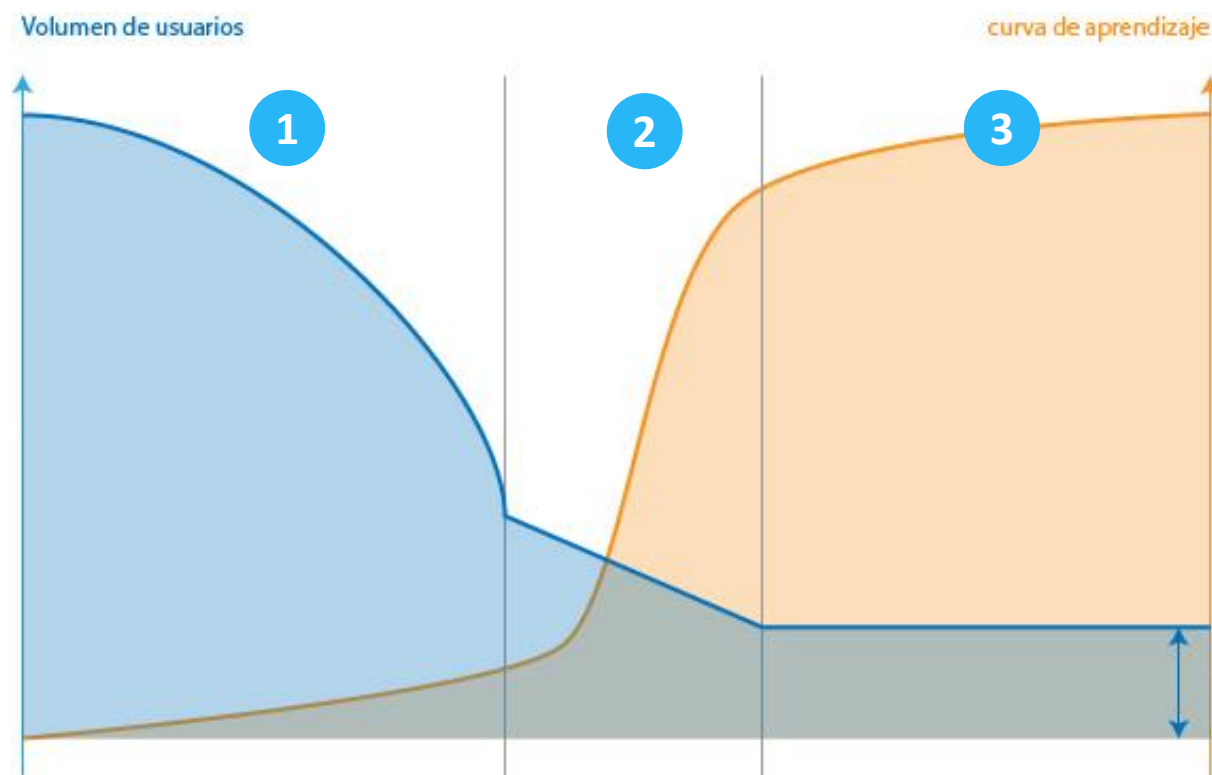
- One reason the very large funds have trouble beating the market is that they are so large they are the market.
- You cannot compete with them on fundamental work, nor with HFT, quant...but it is also true that you do not have the same restrictions
- Your reality is different , you can move freely among currencies, equities, futures, and options, ...you have some freedom to act.
- And you can play a different frame and target

Sun Tzu: " *tactics are like unto water; for water in its natural course runs away from high places and hastens downwards...***avoid what is strong and to strike at what is weak.**

"The art and science of technical analysis", Adam Grimes.

Analysis

User Lifecycle



Current context

1

- Traffic
- High expectations
- Lots of money spent on courses
- High losses on the markets
- High dropout rate



 tradin

We want to capitalize this opportunity (money)

2

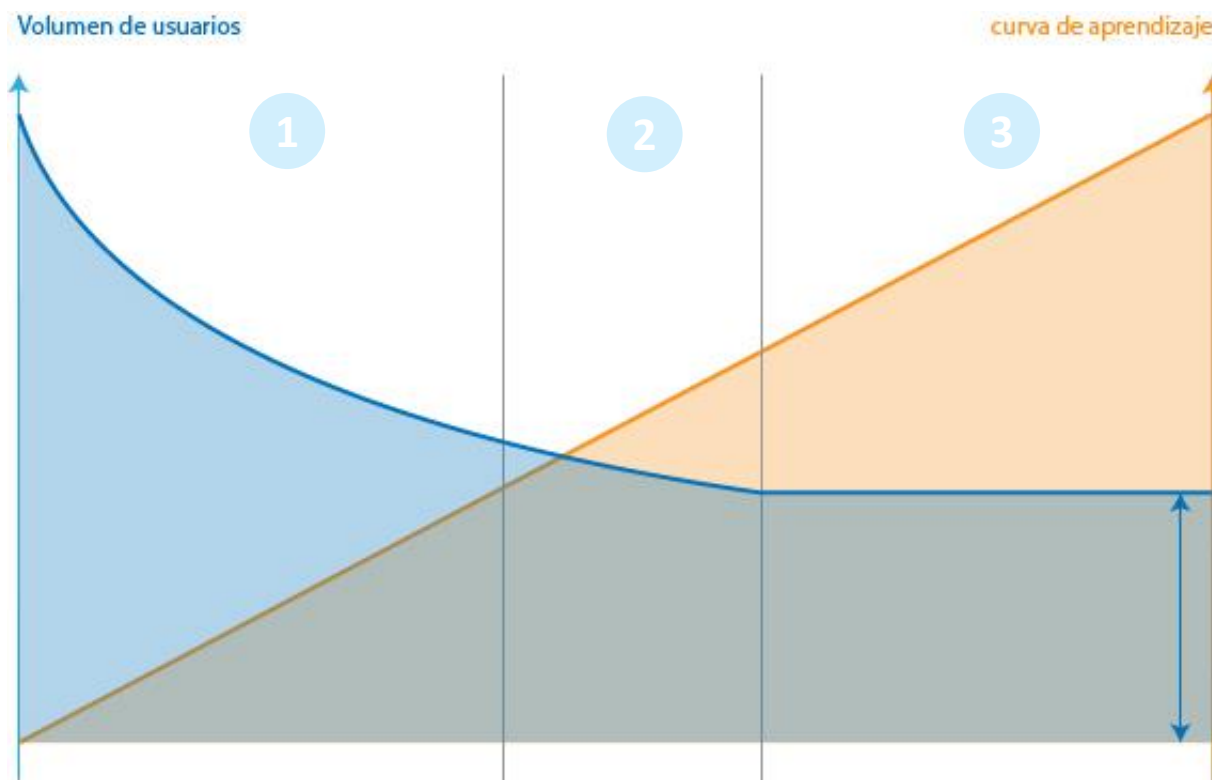
- Actual learning begins
- Few users left
- Normal dropout rate

3

- Stable phase, professionals start seeing returns of their investment

Analysis

User Lifecycle



- Increase number of professional traders
- Linearize the learning curve



Building a long term relationship
(As a Hedge Fund)

Context with  tradin

Analysis

Socioeconomic context

- 12.4%: last year's return of the Norwegian investment fund.
- In Spain, only 1% of funds with more than 15 years of history outperformed the Ibex (2017, Pablo Fdez. And Pablo and Isabel Fdez. Acin).
- According to the European Commission, the average pension in Spain is expected to go from representing 57.7% of the country's average salary to just 34.3% in 2060. This would be equivalent to receiving a 480-euro pension today.
- Spaniards have lost 20% of the purchasing power since 2008, 7% in the last 25 years (Ceinsa Report).
- Fear leads to leaving money in deposits even when losing money.
- The global fintech market had a valuation of \$ 127.66 trillion in 2018, with growth forecast to \$ 309.98 trillion at a ratio of 24.8% until 2022.
- Cryptocurrencies have experienced x100 growth in the last 6 years, going from \$ 1.5 billion in 2013 to \$ 111 billion in 2019. The lifting of bans, the acceptance of payments by companies, and regulations will make their adaptation as a relevant asset in the capital market.

Analysis

Fintech Global Ecosystem

We are part of a
Global Fintech
Ecosystem



Analysis

Competition

 tradin

 eToro











































 collective2™

 ZuluTrade

 darwinex

 ayondo

 myfxbook

Copy trading							
Trader Validation							
Trader Index							
Re-Invertir en traders							
Formación							
Software Multibroker							

“Being the first in a business is crazy. I’d rather be last and make sure that after me no one can do better”: Luis Martin Cabiedes

Analysis

Unfair advantage

A union of people sharing an interest for:

- **A Trust-based education ecosystem.** In trading, learning is necessarily continuous.
- **An alternative source of income** (working vs investing)

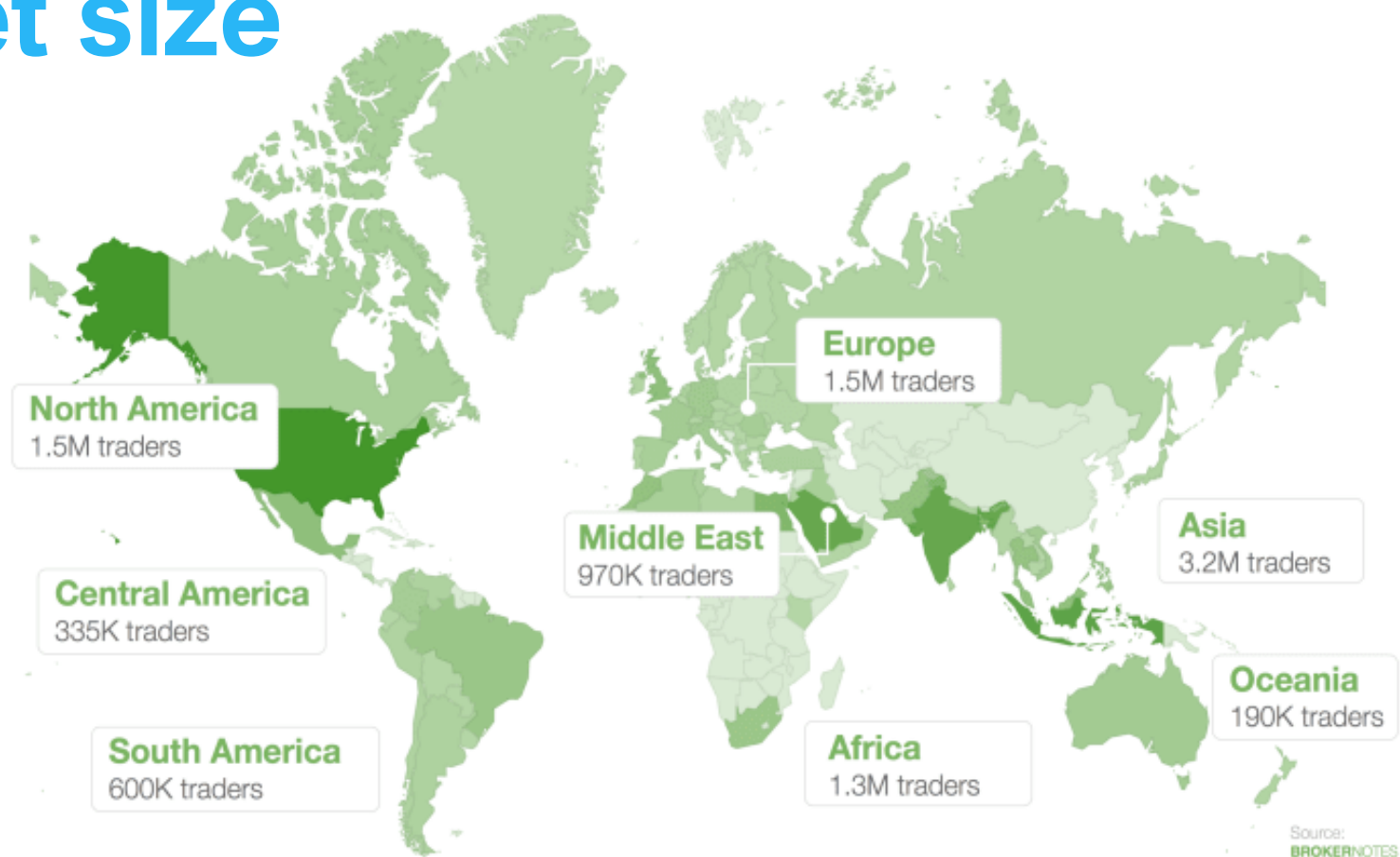
→ the establishment of a long-term relationship (bases on a Hedge Fund vision)

Regarding current companies (pivoting)	Regarding newly created companies (copy)
Business model No-conflict-of-interest-based. (It would imply a radical change)	To be the first to create a community

Business Model

Business Model

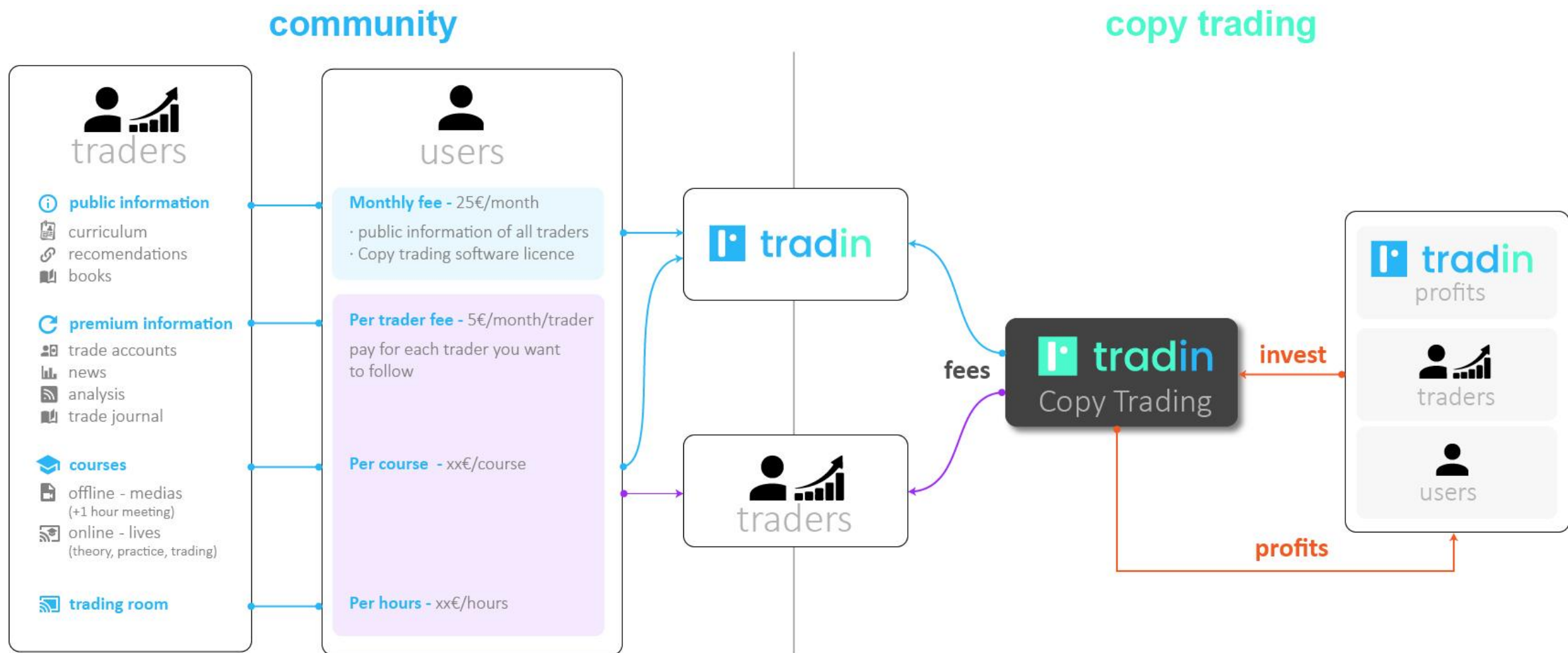
Market size



9.6M people around the world are online traders:

1 in every 781 (2016)

Revenue streams - product







Business Model

Revenue streams - traffic

**A community of REAL professional
traders**

(that make a living out of it)

-  Trading entry point
-  Important information
-  Quality courses
-  Active community



- Affiliate Marketing
- Lead Generation
- E-mail list
- Advertising

Business Model

Business Model Canvas

<h3>Problem</h3> <ul style="list-style-type: none">There is no social trading platform where you can trade avoiding the conflict of interest because they all want you to invest your money for the commissionsCopy Trading hides a huge risk due to non verification and lack of transparencyNo platform has a business model focused on the success of its usersLack of verification systems for traders, strategy and results should be backed by access to the actual balanceLack of a university for traders for beginners to start with confidence <div>+ 0</div>	<h3>Solution</h3> <ul style="list-style-type: none">A community of verified traders where you copy trades based on a traders index.A copy trading platform where traders trade with their real accountsBenefits are invested in the traders as a key part of the business modelTraders give access to their actual balanceA hub for beginners with all the necessary information and tools to start trading with confidenceTraders , students and investors united by a common goal: they all work for the benefit of the community <div>+ 0</div>	<h3>Unique Value Proposition</h3> <ul style="list-style-type: none">A unique space where trading for a living is an optionThe Traders Sovereign Wealth FundA real Traders Index can beat the marketNo more conflict of interest, we win only if the community winsTraders third party verificationBegin with confidence <div>+ 0</div>	<h3>Unfair Advantage</h3> <ul style="list-style-type: none">Business ModelCommunity: be the first <div>+ 0</div>	<h3>Customer Segments</h3> <ul style="list-style-type: none">Succesful retail tradersBeginnersAnyone who wants to invest their money with confidence and transparency <div>+ 0</div>
<h3>Existing Alternatives</h3> <ul style="list-style-type: none">DarwinexZulutradeC2Collective <div>+ 0</div>	<h3>Key Metrics</h3> <ul style="list-style-type: none">Profesional accountsVisitorsGateway downloads <div>+ 0</div>	<h3>High-Level Concept</h3> <p>List your X for Y analogy (e.g. YouTube = Flickr for videos)</p> <div>+ 0</div>	<h3>Channels</h3> <ul style="list-style-type: none">Online marketingWord of mouth <div>+ 0</div>	<h3>Early Adopters</h3> <ul style="list-style-type: none">Retail traders <div>+ 0</div>

Roadmap

