



A Third-Party Marketplace

for the new era towards the democratization of financial markets.

The Problem

What are those who want to take part in the financial markets facing today?

- Tens of thousands of courses hosted in online platforms.
- Thousands of independent traders who sell their methods.
- Hundreds of online academies (where most of teachers are also independent traders), who try to improve the sectors' reputations.
- Thousands of brokers and investment platforms.

Resulting in:

- Confusion among so much volume of information, not knowing where to start from.
- Having more doubts, because it is a sector full of false promises and scams.
- A constant seeking of groups where to contrast the given information.

It is a sector that is still not mature.

The opportunity

Training is a must in order to play part in the financial markets.

The constant financial crises accelerate the demand for training.

There is no specialized Third-Party marketplace with a validation system.

The Market

Students spend billions of euros globally.

One platform (eToro) has more than 720.000 users in Spain, 6% of 13,000,000 users worldwide.

Some data on the potential market:



e-learning Platforms

- Main platforms (Udemy, Coursera and edX) count more than 4 million students (people who bought their courses on trading and investment).
- Price range from 49€ to 990€, averaging 250€.
- We estimate a spending of more than €1,000 million between 2017 and 2019.



Independent Traders (Some data from Spain, where there's more than 200,000 Independent Traders)

Prices range is from €1,000€ to €7,500. Billing data on those who reveal it (most don't):

- Josef Ajram: 1,200,000€ ytd.
- Francisca Serrano: More than 2,600,000 € according to her last fiscal exercise.
- Maxi Bonelli: More than €300,000 per year.



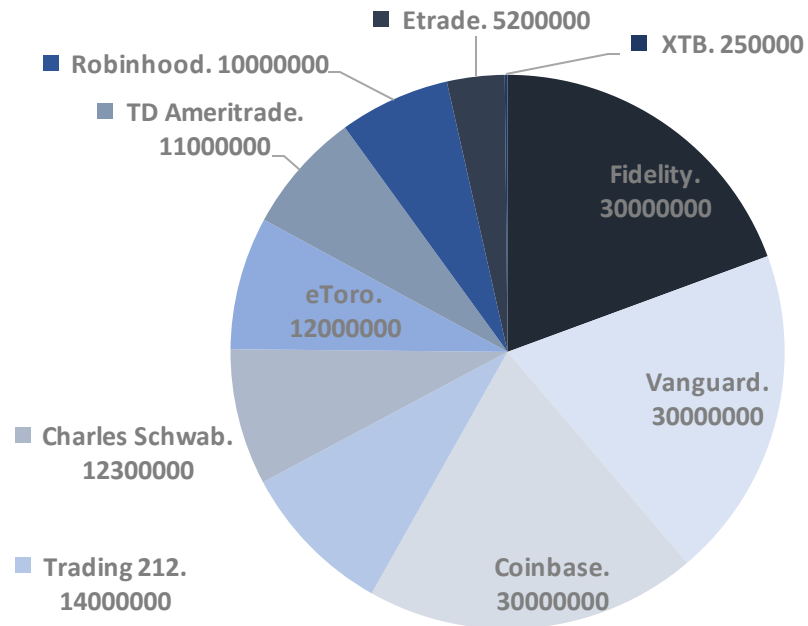
Online Academies

- TradingAcademy: 511,000 courses sold from year 2000, €25,000 per course.
- Day Trading Academy 51,000 courses sold from 2010, €3,000 € per course.

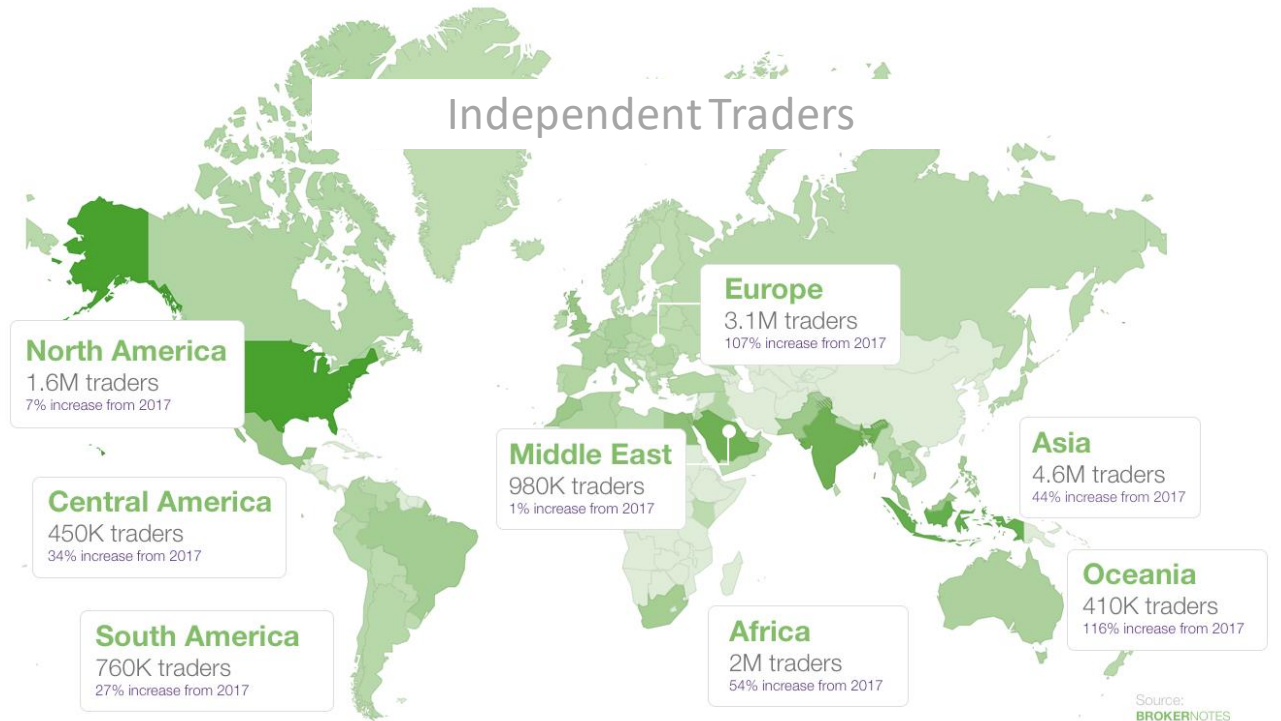
The Market

Millions of people

Online Brokerage Accounts by platform



+150,000,000 users registered in the main platforms worldwide.



+15,000,000 independent traders worldwide. More than 56% increase from 2017.

The Market

Who are they?

Gender

90 would be **male**
10 would be **female**

Age

62 would be **young adults**
33 would be **adults**
5 would be **over 55**

Region

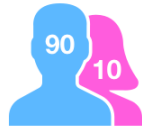
33 would live in **Asia**
16 would live in **North America**
16 would live in **Europe**
14 would live in **Africa**
10 would live in the **Middle East**
6 would live in **South America**
3 would live in **Central America**
2 would live in **Oceania**

Faith

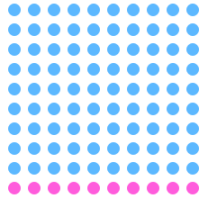
28 would be **Christian**
27 would be **Muslim**
14 would be **Jewish**
11 would be **Hindu**
11 would be **Buddhist**
9 would be **atheist**

Education

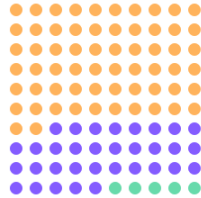
63 would **have a degree**
37 would **not have a degree**



Gender



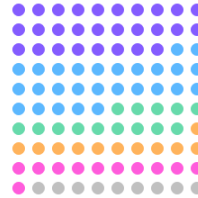
Age



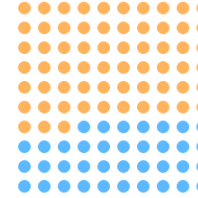
Region



Faith



Education



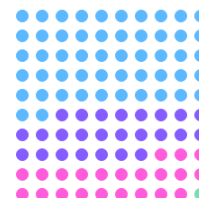
Language



Income



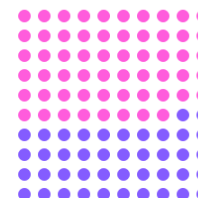
Car



Computer



Phone



54 would speak **English**
15 would speak **Arabic**
10 would speak **Spanish**
8 would speak **Indonesian**
7 would speak **Hindi**
6 would speak **French**

21 would earn **£20k - £25k/year**
17 would earn **£25k - £30k/year**
14 would earn **£30k - £35k/year**
14 would earn **£35k - £40k/year**
16 would earn **£40k - £50k/year**
17 would earn **£50k - £75k/year**
1 would earn **over £75k/year**

52 would drive **a sports car**
25 would drive **a basic car**
22 would **not drive a car**
1 would **drive a luxury car**

81 would have a **Windows PC**
19 would have a **Mac**

58 would use an **Android**
42 would use an **iPhone**

Language

Income

Car

Computer

Phone

Source: [Broker Notes](#)

Solution

PHASE 1: An online platform where all needs converge:



Different types of users: traders, investors and students.



Trusted Third Party. Content validation system based on the results of the professionals' operations.



A Third-Party marketplace. We accumulate the training offer to segment it according to the market needs.

Main goals:

Economic → Conquer part of the training market share.

Market → To become a main player in the maturity of the market.

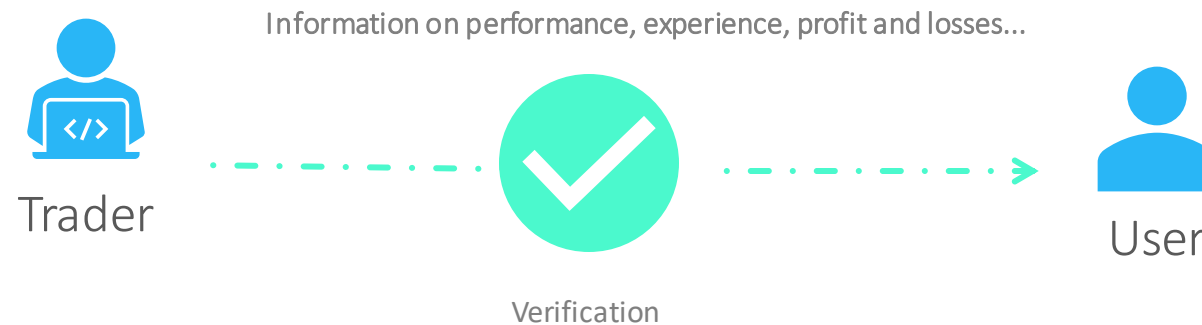
Strategic → Attract a critical mass of profitable traders.

Product

Trusted Third Party

Validation system between users in order to generate trust and reputation within the sector, mainly based on proving that having an edge on the markets is possible.

- Journals.
- Dashboard showing detailed information on traders and their performance.



Product Marketplace

A Third-Party Marketplace: courses hosted in external platforms (Referral).

- Focuses on validated content (Trusted Third Party)).
- With a segmentation model based on the sectors' needs

We help users to dive better in their **training journey** in the financial markets.

We offer professionals **access to all advantages** a marketplace offers:

- Reach more customers
- An additional sales channel
- More credibility and reputation
- Online positioning
- ...

Producto

PHASE 2: Investment Platform

An Intelligent Investment Platform (Copy Trading). We leverage all the data we collect in **PHASE 1**:

- a list of profitable we know they are profitable thanks to their track record.



Objectives

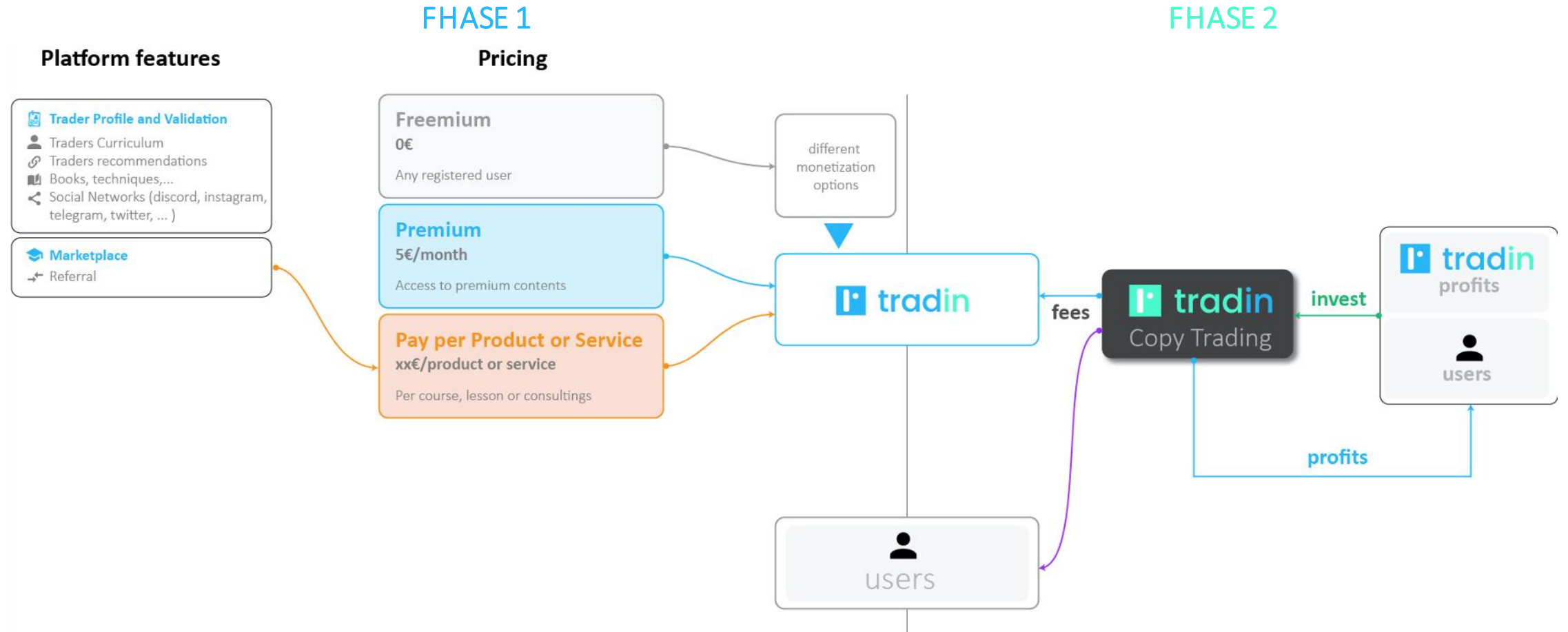
Economic → Build a new and bigger income source.

Market → Development of our own investment platform.

Strategic → Leverage all the data the marketplace will provide.

Revenue streams

Features and pricing



Business Model



Access to all training content and general information on the professionals.



Attract more users.
Ads .
Referrals.



On all the courses.



Maximize the offer in order to boost revenue.



Discounts.
Other benefits TBD.

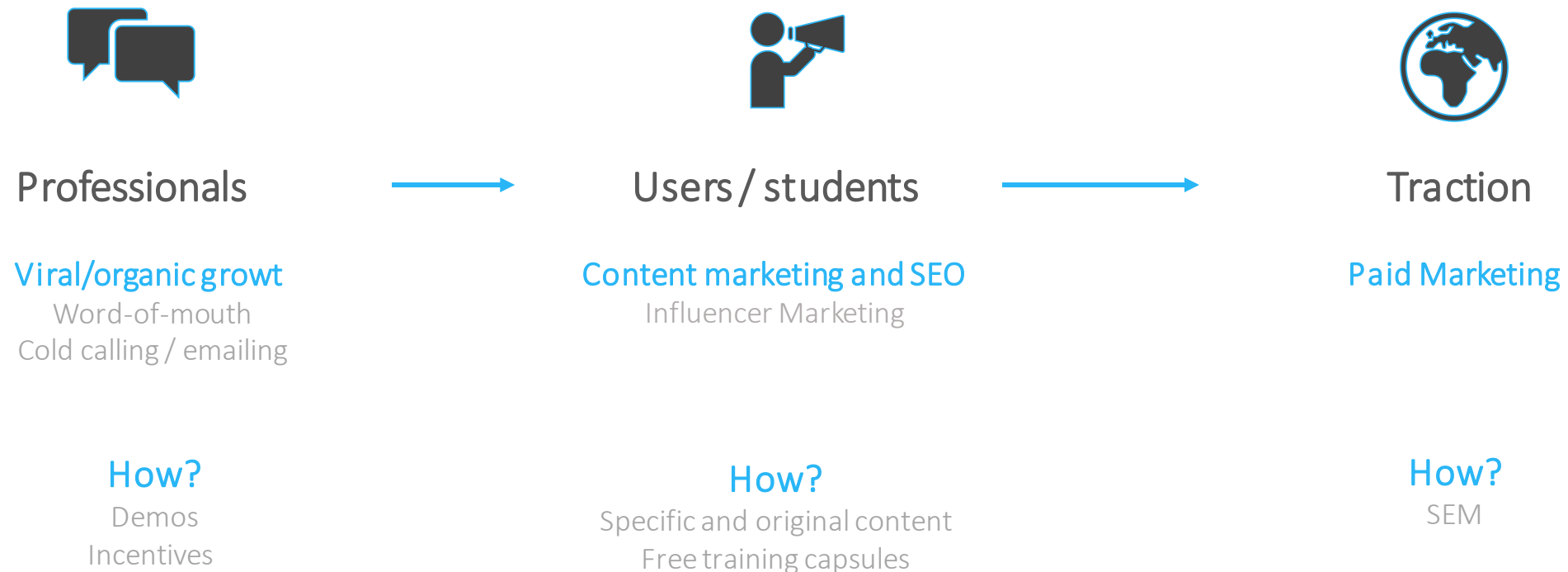


tradin.io membership.

Go To Market Plan

We identified different strategies for our acquisition model and to go through our main pains: to attract the first professionals who want to share their real accounts with us in order to be validated, and to acquire a critical mass big enough to gain traction.

Our target: professionals and students.



Financials

We are looking for acceleration in order to reach breakeven. Our estimations (12 months).



Structural costs.



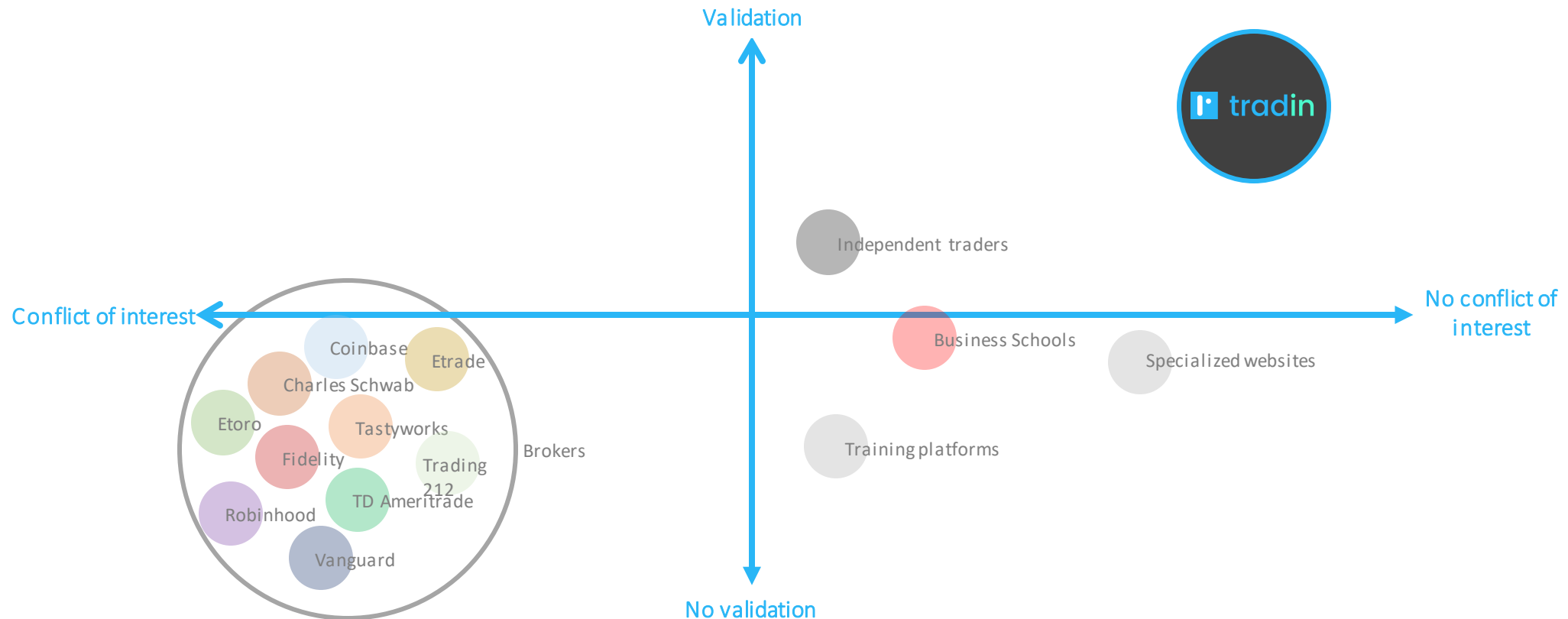
Total courses we need to sell at an average price of €400 to reach break even.

Roadmap



Competitors

No direct competitors but a variety of players who take over the existing and growing market.



Founders



Juan Coll - CEO

Born in 1978, his mother was a social worker and his father a theoretical physicist, with studies started between Paris and Barcelona in Mathematics, Computer Science, Art (Painting) and Music.

Serial entrepreneur: Emotique, Mediaflow Software, [Nexcommunity](#), [NexCode](#) and [Shine Smart Room](#).

[LinkedIn](#)



Pau Vivancos - CTO

Creative Technologist.
He started out in computing at the demoscene, with the rise of 16-bit microprocessors.

Co-Founder: [NexCode](#)

[LinkedIn](#)



Ahmed Sabbabi - CMO

Born in 1987 in a small village in Morocco, and migrated to Figueres (the city of Dalí).
Speaks 7 languages.

+ 7 years of experience in Product and Project Management in different sectors.
Masters Degree in Mktg.

[LinkedIn](#)

Thank you



Join the new era of the democratization
of financial markets.

Juan Coll: juan.coll@nex-group.io
Ahmed Sabbabi: ahmedsabbabi@gmail.com