

# MISSING THE BIG PICTURE? WE CAN CHANGE THAT.

Engineering Portfolio Success Through Analytics

**Proprietary Algorithm Trading**  
Proven performance with  
transparent back test results

**Monitor All Portfolio**  
Track different asset classes  
in a single platform

**Macro Trend**  
Stay updated with  
current market condition

**Optimize**  
Recommend portfolio  
balance and efficiency

**Ease of Use**  
Customizable dashboard

**News/Social  
Sentiment Indicator**  
Machine learning  
algorithm

**Analyze**  
Evaluate portfolio  
performance and  
risk profile



## THE PROBLEM

Individuals face difficulty in aggregating, monitoring and managing investment portfolios in various asset classes from different brokerage accounts/ platforms.

No existing easy way to evaluate performance of algorithmic strategies in a portfolio.

Robo-advisors disconnects investors with their investment strategies.

## THE SOLUTION

We believe success can be engineered!

We strive to empower investors with an array of features and guide their journey from amateur to successful investor/trader in a consistent and systematic approach.

Our solution aims to provide robust trading algorithm, data and tools to empower users to analyze all their portfolios in a single platform and engineer informed decisions.

### RESEARCH



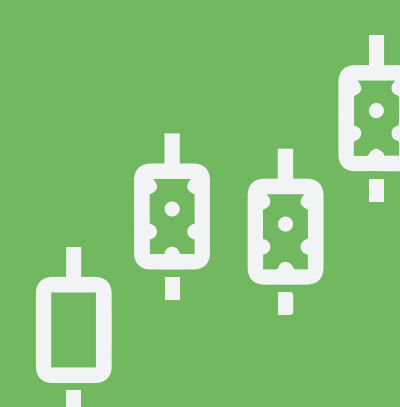
We evaluated existing solutions to discover design requirements and conducted interviews to validate our thesis and assumptions.

### DESIGN



We adopted a user-centric approach during our design thinking process. We designed with a particular interest in usability, universal design and clarity.

### ALPHA



We made iterative improvements to provide profitable strategies. We also introduced news/social sentiment indicators to get an all rounded understanding of the market condition amidst the increase in participating of retail traders.

### PROTOTYPE



We finished prototype development with a modular framework to enable potential future development. Our goal is to provide a solution with powerful features, that is responsive, interactive and work on any device.