

TheCodersTrade

A one-stop platform to master stock, crypto, and forex trading – with smart tools and deep learning.

Goal: Build India's smartest trading education hub

Site – thecoderstrade.in ↗

Insta Handle - TCT ↗

YT Channel - TCT ↗

Problem

- ✗ 80% of retail traders lose money due to lack of knowledge and understanding of basic market concepts.
- ✗ Learning is scattered across YouTube, Courses, and Telegram.
- ✗ Beginners quit after early losses → low trust in markets.

Solution

TheCodersTrade solves this with a complete platform:

- Structured stock, crypto, forex learning
- Real-time technical/fundamental indicators
- Beginner → Advanced learning paths
- Easy-to-understand UI for all levels

Goal: Reduce beginner losses by increasing market literacy

Market Opportunity

- 🌍 **Massive and growing audience:**
 - Stock market retail traders: 130M+ globally.
 - Crypto traders: 420M+ users worldwide.
 - Forex market: \$7.5T daily traded volume.

Market Opportunity(with TAM/SAM/SOM)

- TAM (Global Trading Education + Tools): \$20B+
- SAM (India + SE Asia young traders): \$2.5B
- SOM (Obtainable 3-year target): \$25M
- 📈 Rising Gen Z & millennial interest = fastest growing segment

▣ *EdTech + FinTech intersection = untapped value*

Business Model

💰 **Freemium** → Monetization(ad and other revenue through YT channel)
Free tier: → (YouTube content + basic tools)

Paid tier:

- Premium/Advanced Courses (Subscription or One-time)
 - Subscriptions Range(₹299–₹999/month).
 - Premium Course Modules (₹1,999+ per course).
- Tool Bundles (premium indicators, AI tools)
- Future: HFT engine licensing + B2B analytics tools

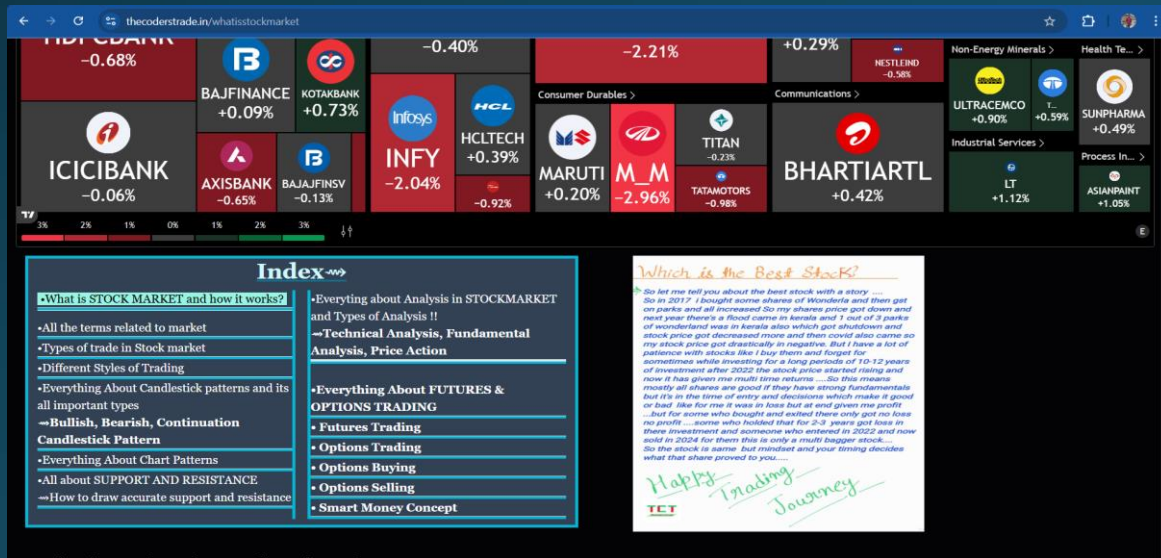
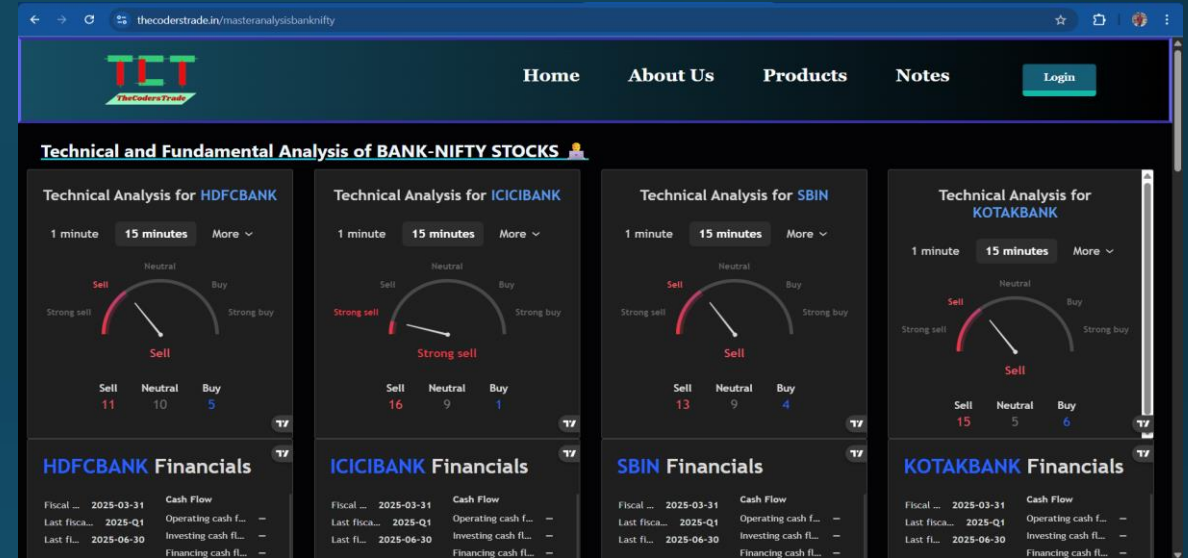
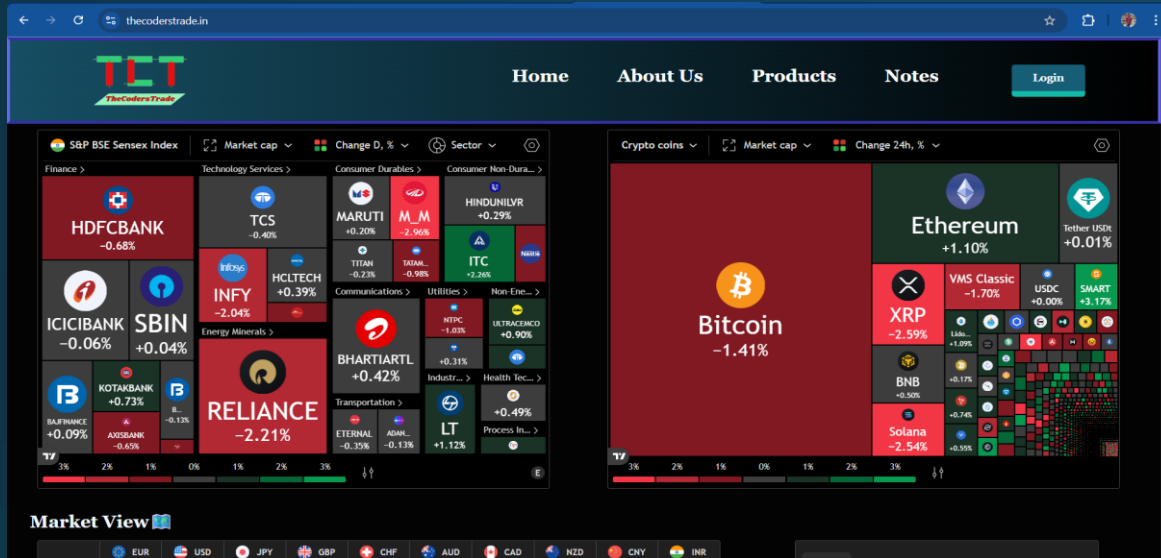
Go-to-Market Strategy



Target early adopters (18-30 age group):

- College finance/trading communities
- Influencer marketing (Instagram, YouTube, LinkedIn)
- Telegram/Discord trading groups
- Collaborations with student-led finance clubs
- SEO Domination → Blogs on “Best Indicators”, “How to trade crypto in India” etc.
- Gamification + Community Challenges → “1 Trade a Day Challenge” for user stickiness.

Product/Demo



Live Fundamental and Technical Analysis widgets for all index stocks

The complete content, organized with an index and arranged sequentially, presented clearly and in easy-to-understand language.

✓ What We've Built

- Prototype live at thecoderstrade.in
- Web platform with courses + real-time indicators

🚀 Key Features

- 📚 **Structured Learning Hub** → Stock, Crypto, Forex (Beginner → Advanced)
- 📊 **Live Indicators** → Technical + Fundamental analysis tools
- 🤖 **AI Insights (Upcoming)** → Personalized strategies & risk alerts
- 📱 **Clean & Modern UI** → Designed for Gen Z & Millennial traders

💡 What's Next

- Mobile App (6 months)
- AI-driven analysis tools (12 months)
- SEBI-compliant advisory features (long-term)

Competition

vs

Competitors:

- Individual market coaches
- Platforms like TradingView, Investing.com

Platform	Learning	Tools	India Focus	Pricing
TradingView	✗	✓	✗	High
Zerodha Varsity	✓	✗	✓	Free
Investing.com	✗	✓	✗	Free/Paid
TheCodersTrade	✓	✓	✓	Affordable



Our edge:

- All-in-one learning + analysis in one place
- Focused on market education, not just data display
- Custom-built for Indian + global young investors

Founder



Sameep Chaurasia – Solo Founder

 [Sameep Chaurasia – LinkedIn](#)




- B.Tech Student | Self-taught Coder | Strong foundation in Technology + Financial Markets
- Built & launched TheCodersTrade prototype solo – blending EdTech + FinTech vision



Vision

- To build India's smartest trading education hub for Gen Z & Millennials
- Democratize access to stock, crypto & forex knowledge + tools
- Long-term goal: Evolve into a trusted, SEBI-compliant FinTech platform

Roadmap

-  Prototype launched
-  Video lectures being recorded
-  Early testing with student users



Next steps:

- Complete content production (next 3 months)
- Onboard 1,000+ users in 6 months
- Launch mobile version + AI tools
- Explore SEBI compliance for future advisory tools

Financial Projections(3 Years)

Revenue Streams

- Subscriptions (₹299–₹999/month)
- Premium Courses (₹2,999+ per module)
- Tool Bundles / AI Indicators
- Future B2B (API, white-label tools)

Projected Growth					
Year	Users (Total)	Paying Users	Revenue (₹ Cr)	Gross Margin	Key Drivers
Year 1	10,000	1,000	0.4 Cr	~65%	Premium course sales, early subs
Year 2	50,000	5,000	2.5 Cr	~70%	Subscriptions + growing course library
Year 3	200,000	20,000	10 Cr	~75%	Scale via AI tools + B2B partnerships

- Additionally →
 - Affiliate Partnerships** – Broker tie-ups, referral programs.
 - YouTube Monetization + Ads** – Revenue from educational videos, ads, sponsorships, and collaborations.

Investment Ask

🎯 We're Raising ₹40 Lakhs in Seed Funding for 12% equity
(Valuation \approx ₹ 3.5 Cr)

Use of Funds:

- 🎥 Content production (recording, editing, course creation)
- 🧠 Platform development (indicators, analytics tools)
- 🚀 Marketing & user acquisition (targeting early-age traders)

Valuation Justification:

- One-stop EdTech + FinTech hybrid platform
- Prototype already launched with early test users
- High-demand market (trading education & tools)
- Comparable early-stage FinTech/EdTech startups (like Varsity by Zerodha, Groww Academy) raised with valuations ranging ₹2.5 Cr to ₹4 Cr at MVP stage