



INCITE

PROJECT OVERVIEW & PROJECT PLAN

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PROJECT OVERVIEW

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INTRODUCTION

BACKGROUND & BUSINESS CASE

- The financial market lacks automated, algorithmic trading models accessible to retail investors.
- Manual trading methods for retail investors result in suboptimal investment decisions.
- 'Incite' aims to bridge the gap by offering automated trading models powered by machine learning and AI algorithms.
- The project addresses the need for democratizing access to Wall Street caliber trading strategies for retail investors.

THE PURPOSE

- The project's purpose is to empower retail investors with automated, data-driven investment strategies.
- It aims to level the playing field by providing retail investors with tools previously limited to institutional investors.
- The project is essential for enhancing investment decision-making, increasing access to advanced trading models, and improving financial outcomes for retail investors.

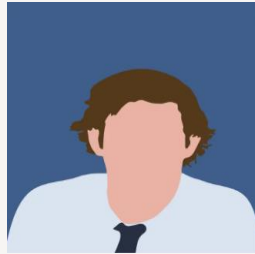
OVERVIEW & THE MISSION

- 'Incite' is a cutting-edge start-up offering automated, algorithmic trading models for retail investors.
- The mission of 'Incite' is to democratize access to Wall Street caliber trading models for retail investors.
- By leveraging machine learning and AI algorithms, 'Incite' seeks to revolutionize the investment landscape.
- The project aligns with Incite's vision to empower retail investors, unlock their investment potential, and provide them with competitive advantages in the market.

MEET OUR TEAM



MICHEAL SCOTT
President



JIM HALPERT
Chief Executive Officer



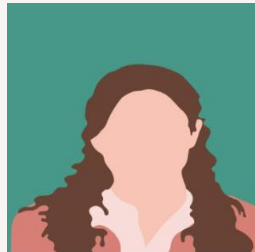
DWIGHT SCHRUTE
Project Manager



ANDY BERNARD
Data Scientist



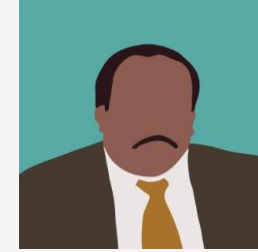
PHYLLIS VANCE
Software Developer



PAM BEESLY
UX/UI Designer



CREED BRATTON
Quality Assurance
Specialist



STANLEY HUDSON
Marketing Specialist

OBJECTIVES AND SCOPE

PROJECT OBJECTIVES

- Develop and implement automated, algorithmic trading models for retail investors.
- Provide retail investors with access to sophisticated trading strategies previously limited to institutional investors.
- Improve investment decision-making by eliminating emotional biases and leveraging data-driven approaches.
- Enhance the overall financial outcomes and returns for retail investors.
- Establish 'Incite' as a leading platform for automated trading models in the retail investment market.

KEY DELIVERABLES

- Robust and accurate machine learning and AI algorithms for algorithmic trading.
- User-friendly platform enabling retail investors to automate their investment decisions.
- Comprehensive documentation and user guides for platform usage.
- Effective integration of data sources and analysis tools for optimal trading strategies.
- Partnerships with reputable financial institutions to ensure regulatory compliance and custodial support.
- Training and support materials for users to understand and maximize the platform's potential.

STAKEHOLDERS AND ROLES

- **Project Team:** Responsible for the development and implementation of the automated trading models and platform.
- **Retail Investors:** The primary stakeholders who will utilize the 'Incite' platform for automated trading.
- **'Incite' Leadership:** Provides strategic guidance, oversight, and resource allocation for the project.
- **Financial Institutions:** Potential partners for regulatory compliance, custodial support, and industry expertise.
- **Regulatory Authorities:** Stakeholders ensuring compliance with financial regulations and investor protection.
- **Business Development and Marketing Teams:** Responsible for promoting the platform and acquiring users.

PROJECT APPROACH

Methodology and Development Strategy

The project will follow an iterative and agile development methodology. This approach allows for flexibility and adaptation to evolving requirements and market dynamics. Regular feedback loops and collaboration among the project team will ensure efficient progress and timely adjustments. The development strategy will focus on incremental enhancements and continuous improvement to deliver a robust and user-friendly platform.

Data Collection and Analysis

The project will employ a comprehensive data collection strategy to gather relevant market data, financial indicators, and historical trends. Multiple data sources will be integrated, including market APIs, financial databases, and news feeds. Data preprocessing techniques will be applied to clean and normalize the data for analysis. Advanced data analysis methods, including statistical analysis and predictive modeling, will be utilized to identify patterns and develop trading signals.

Integration of Machine Learning and AI Algorithms

Machine learning and AI algorithms will be at the core of the project's trading models. Various algorithms, such as supervised learning, unsupervised learning, and reinforcement learning, will be explored and evaluated to identify the most suitable approaches for different trading strategies. The integration of these algorithms will involve feature engineering, model training, and validation using historical data. Regular model monitoring and optimization will be performed to ensure ongoing effectiveness.

Platform Development and User Experience Design

The development of the 'Incite' platform will prioritize user experience and intuitive design. A multidisciplinary team of developers, designers, and user experience experts will collaborate to create a user-friendly interface that simplifies the automation of investment decisions. The platform will provide interactive visualizations, customizable settings, and real-time performance monitoring to enhance user engagement and ease of use.

Partnerships for Support and Compliance

'Incite' will establish partnerships with reputable financial institutions to ensure compliance with regulatory requirements and enhance customer trust. Collaborations with custodial services providers will be sought to ensure secure handling of customer funds. Close collaboration with regulatory authorities will be maintained to adhere to financial industry regulations and maintain transparency. Regular audits and compliance reviews will be conducted to demonstrate adherence to industry standards and best practices.

PROJECT APPROACH

BASELINE METRICS AND PROBLEM STATEMENT

- Number of retail investors utilizing automated trading models at project start.
- Average returns and performance metrics of retail investors using manual trading methods.
- Time spent by retail investors on research, analysis, and execution of trades.
- Level of access and adoption of Wall Street caliber trading strategies by retail investors.

PROJECTED BENEFITS TO STAKEHOLDERS

- Increase in the number of retail investors utilizing automated trading models.
- Improvement in the returns and performance metrics of retail investors using automated trading compared to manual methods.
- Reduction in the time spent by retail investors on research, analysis, and execution of trades.
- Higher adoption rate of Wall Street caliber trading strategies by retail investors.

PROJECT APPROACH

KEY PERFORMANCE INDICATORS (KPIs)

- **User Adoption Rate:** Percentage increase in the number of retail investors utilizing the 'Incite' platform for automated trading.
- **Return on Investment (ROI):** Measure the profitability and financial gains achieved by retail investors using the automated trading models compared to manual trading methods.
- **Time Saved:** Reduction in the average time spent by retail investors on research, analysis, and execution of trades using automated trading.
- **Customer Satisfaction:** Feedback and ratings from retail investors on the user experience, performance, and effectiveness of the 'Incite' platform.
- **Market Share:** Percentage of the market captured by 'Incite' in terms of retail investors utilizing automated trading models.

MEASUREMENT AND REPORTING MECHANISMS

- User registration and activity tracking on the 'Incite' platform.
- Analysis of investment returns and performance metrics for retail investors before and after adopting automated trading models.
- Surveys, feedback forms, and user ratings to assess customer satisfaction and platform usability.
- Market research and competitor analysis to monitor the market share and positioning of 'Incite' in the automated trading industry.
- Regular reporting and presentation of KPIs to stakeholders, including executive management, investors, and regulatory authorities.

COMMUNICATION PLAN

Effective communication with stakeholders is crucial for the success of the project. The stakeholder communication plan outlines the strategies and channels through which stakeholders will be engaged and informed throughout the project lifecycle. The plan ensures that stakeholders are kept informed about project progress, milestones, risks, and any necessary changes.

COMMUNICATION PLAN

STAKEHOLDER	OBJECTIVE	CHANNELS	RESPONSIBLE
Executive Management	Provide project updates and milestones	Project Status Meetings	Project Manager, Project Team
	Share risks, changes, and mitigation strategies	Email Communication	
	Seek input and feedback	Stakeholder Updates (Reports)	
Project Team Members	Share project progress and achievements	Project Status Meetings	Project Manager, Project Team
	Discuss challenges and upcoming milestones	Email Communication	
	Seek input and feedback	Project Website/Portal	
Retail Investors	Provide updates on project progress and milestones	Email Communication	Project Manager, Project Team
	Inform about changes and new features	Stakeholder Updates (Reports)	
	Gather feedback and suggestions	Project Website/Portal	
Financial Institutions & Custodial Partners	Share project updates and milestones	Project Status Meetings	Project Manager, Partners Team
	Discuss compliance requirements and support needed	Email Communication	
	Coordinate integration and regulatory activities	Stakeholder Updates (Reports)	
Regulatory Authorities	Provide updates on compliance measures and progress	Project Status Meetings	Project Manager, Compliance Team
	Address regulatory concerns and inquiries	Email Communication	
	Seek input and feedback	Stakeholder Updates (Reports)	
Business Development (BD) & Marketing	Share project updates and milestones	Email Communication	Project Manager, BD Team
	Seek input and feedback for marketing strategies	Stakeholder Updates (Reports)	
	Coordinate marketing and promotional activities	Project Website/Portal	

PROJECT BUDGET

WBS ID	TASK DESCRIPTION	TOTAL COSTS
PHASE 1: RESEARCH AND DATA COLLECTION		\$50,000
1.1	Data acquisition tools	\$10,000
1.2	Research resources	\$20,000
1.3	Data preprocessing and cleaning	\$10,000
1.4	Personnel costs	\$10,000
PHASE 2: ALGORITHM DEVELOPMENT AND TESTING		\$80,000
2.1	Algorithm development tools and software	\$20,000
2.2	Data analysis and modeling	\$30,000
2.3	Algorithm testing and validation	\$20,000
2.4	Personnel costs	\$10,000
PHASE 3: PLATFORM DEVELOPMENT AND INTEGRATION		\$150,000
3.1	Platform development and coding	\$80,000
3.2	user interface design and experience	\$30,000
3.3	third-party integrations	\$20,000
3.4	Personnel costs	\$10,000
PHASE 4: USER TESTING AND REFINEMENT		\$30,000
4.1	User testing and feedback collection	\$20,000
4.2	Platform refinements based on user feedback	\$10,000
4.3	Personnel costs	\$10,000
PHASE 5: DEPLOYMENT AND LAUNCH		\$30,000
5.1	Deployment infrastructure	\$10,000
5.2	Marketing and promotional activities	\$20,000
5.3	Personnel costs	\$10,000

BUDGET ALLOCATION AND EXPENDITURE TRACKING

- The total project budget is estimated at \$350,000.
- Budget allocation will be distributed across the different project phases as follows:
 - PHASE 1: Research and Data Collection - 14%
 - PHASE 2: Algorithm Development and Testing - 23%
 - PHASE 3: Platform Development and Integration - 43%
 - PHASE 4: User Testing and Refinement - 11%
 - PHASE 5: Deployment and Launch - 9%
- Expenditure tracking will be monitored and documented through regular financial reports and expense tracking tools. The project manager and finance team will be responsible for tracking expenses, ensuring adherence to the budget, and providing updates to stakeholders, as necessary. Any deviations from the budget will be analyzed, and adjustments will be made to maintain financial control and optimize resource allocation throughout the project.

CONCLUSION AND APPROVAL

NEXT STEPS AND PROJECT KICK-OFF

Moving forward, the next steps for the project involve:

- Convening the project team and stakeholders to discuss the project plan and gain alignment.
- Initiating Phase 1: Research and Data Collection, which will lay the foundation for subsequent phases.
- Ensuring clear roles and responsibilities are assigned to team members.
- Establishing communication channels to facilitate regular updates and feedback.

The project kick-off will mark the official start of the project, where stakeholders will come together to celebrate the beginning of this transformative endeavor. It will serve as an opportunity to energize the team, set expectations, and generate enthusiasm for the project's success.

By following this comprehensive project plan and executing the defined activities, the 'Incite' project aims to successfully deliver automated trading models to retail investors, democratizing access to Wall Street caliber strategies and empowering investors to make informed decisions.

PROJECT PLAN

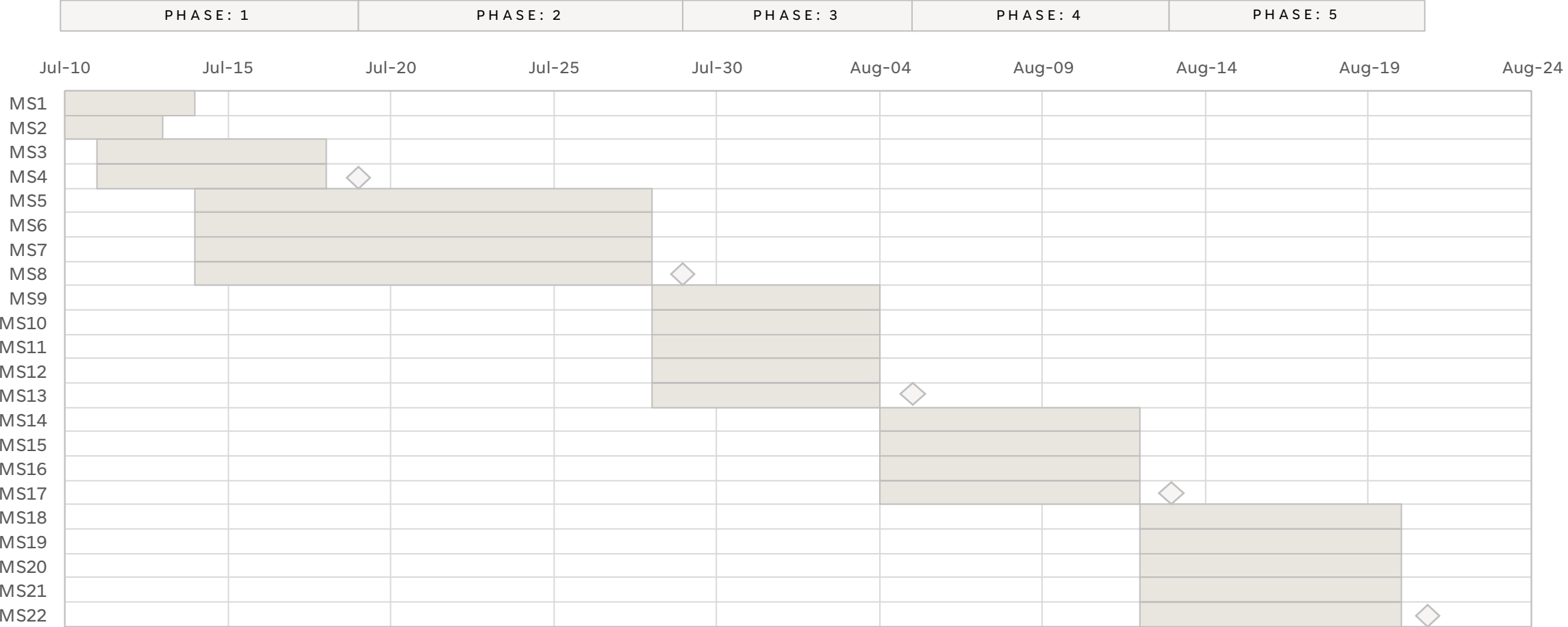
- 01 | Project Phases and Milestones
- 02 | Timeline and Key Activities
- 03 | Resource Allocation and Team Structure
- 04 | Risk Assessment and Mitigation
- 05 | Budget and Expenditure
- 06 | Quality Assurance and Testing
- 07 | Conclusion

PROJECT PHASES AND MILESTONES

PHASE 1: RESEARCH & DATA COLLECTION	PHASE 2: ALGORITHM DEVELOPMENT AND TESTING	PHASE 3: PLATFORM DEVELOPMENT AND INTEGRATION	PHASE 4: USER TESTING AND REFINEMENT	PHASE 5: DEPLOYMENT AND LAUNCH
<p>OBJECTIVE:</p> <p>Gather relevant market data and research resources for algorithmic trading models.</p> <p>MILESTONES:</p> <ul style="list-style-type: none"> - Research and identify data sources and research materials. - Acquire necessary tools and software for data collection and analysis. - Collect and preprocess market data for further analysis. - Complete the research phase and compile findings for algorithm development. 	<p>OBJECTIVE:</p> <p>Develop and test machine learning and AI algorithms for algorithmic trading.</p> <p>MILESTONES:</p> <ul style="list-style-type: none"> - Design and develop algorithmic trading models based on research findings. - Implement machine learning and AI algorithms for data analysis and pattern recognition. - Test and validate algorithms using historical market data. <p>Optimize algorithms for improved accuracy and performance.</p>	<p>OBJECTIVE:</p> <p>Build a user-friendly platform for retail investors to access and utilize automated trading models.</p> <p>MILESTONES:</p> <ul style="list-style-type: none"> - Develop a robust and scalable platform infrastructure. - Design and implement an intuitive user interface for seamless user experience. - Integrate machine learning algorithms with the platform for automated trading. - Establish secure data integration with external sources and APIs. - Conduct comprehensive testing and quality assurance for platform functionality. 	<p>OBJECTIVE:</p> <p>Gather user feedback and refine the platform based on user experience and performance.</p> <p>MILESTONES:</p> <ul style="list-style-type: none"> - Recruit a group of retail investors for user testing and feedback collection. - Gather feedback on platform usability, features, and performance. - Analyze user feedback and identify areas for improvement. - Implement necessary refinements and enhancements to the platform. - Conduct additional rounds of user testing and iteration as needed. 	<p>OBJECTIVE:</p> <p>Prepare the platform for deployment and successfully launch it in the market.</p> <p>MILESTONES:</p> <ul style="list-style-type: none"> - Finalize the platform development and ensure all features and functionalities are in place. - Conduct thorough testing and quality assurance to ensure stability and performance. - Develop marketing and promotional strategies for the platform launch. - Prepare user documentation, tutorials, and support materials. - Execute the launch plan, promote the platform, and onboard retail investors.

TIMELINE AND KEY ACTIVITIES

The project implementation for 'Incite' is estimated to span a total duration of 8 weeks. The timeline is structured with key milestones and tasks to ensure a systematic and efficient approach. The estimated durations mentioned below are tentative and subject to adjustments based on project requirements and resources.



RESOURCE ALLOCATION AND TEAM STRUCTURE

ROLES AND RESPONSILITIES

TEAM MEMBER	RESPONSIBILITIES	EXPERTISE/EXPERIENCE	RESOURCE ALLOCATION & DEPENDENCIES
Project Manager	Overall project planning, coordination, and control - Stakeholder communication and management - Risk management	Project management, stakeholder management, risk management	The project manager will coordinate and allocate resources based on project requirements.
Data Scientist	Research and analyze market data - Develop algorithmic trading models - Implement machine learning algorithms	Data analysis, algorithm development, machine learning	Data scientists and software developers will require access to relevant data sources and tools/software.
Software Developer	Develop and maintain the platform infrastructure and user interface - Integrate machine learning algorithms	Software development, platform infrastructure, API integration	All Teams
UX/UI Designer	Design intuitive user interfaces and user experience - Ensure seamless navigation and visual appeal	User interface design, user experience, graphic design	The UX/UI designer will work closely with the software developer to ensure seamless integration of designs.
Quality Assurance Specialist	Define and execute testing strategies and methodologies - Conduct quality control and assurance checks	Testing methodologies, quality control, bug tracking	The QA specialist will collaborate with the software developer to ensure comprehensive testing and quality assurance.
Marketing Specialist	Develop marketing and promotional strategies - Create user documentation, tutorials, and support materials	Marketing strategies, content creation, user documentation	The marketing specialist will collaborate with the project manager and UX/UI designer for marketing and documentation needs.

RISK ASSESSMENT AND MITIGATION

ROLES AND RESPONSILITIES

RISK	POTENTIAL IMPACT	MITIGATION	CONTINGENCY PLAN
Data security breaches	Compromised user data and loss of trust	Compromised user data and loss of trust	Data security breaches
Technical issues with algorithms or platform	Poor performance, incorrect investment decisions, reputational damage	Poor performance, incorrect investment decisions, reputational damage	Technical issues with algorithms or platform
Lack of user adoption or interest	Limited platform usage, failure to meet business goals	Limited platform usage, failure to meet business goals	Lack of user adoption or interest
Regulatory non-compliance	Legal consequences, fines, reputation damage	Legal consequences, fines, reputation damage	Regulatory non-compliance
Inadequate testing and quality assurance	Platform instability, poor user experience, increased support requirements	Platform instability, poor user experience, increased support requirements	Inadequate testing and quality assurance
Data security breaches	Compromised user data and loss of trust	Compromised user data and loss of trust	Data security breaches

BUDGET AND EXPENDITURE

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QUALITY ASSURANCE AND TESTING

TESTING APPROACH AND METHODOLOGIES

- Implement a combination of manual and automated testing approaches.
- Perform functional testing to ensure all platform features work as intended.
- Conduct regression testing to validate the stability of the platform after updates.
- Perform performance testing to assess the system's response under various conditions.
- User acceptance testing to gather feedback from real users and validate usability.

QUALITY CONTROL AND ASSURANCE MEASURES

- Establish coding and documentation standards to maintain code quality.
- Conduct peer code reviews to identify and rectify any code-related issues.
- Regularly monitor and analyze system logs and error reports to identify potential issues.
- Implement version control to track changes and roll back if necessary.
- Implement bug tracking and resolution processes to address reported issues.

CONCLUSION

OVERVIEW OF PROJECT PLAN AND ACTIVITIES

The project plan encompasses research, algorithm development, platform development, user testing, and launch activities.

Key milestones and deliverables have been defined to ensure progress tracking and timely completion of tasks.

Recap of Project Phases and Milestones

- PHASE 1: Research and Data Collection
- PHASE 2: Algorithm Development and Testing
- PHASE 3: Platform Development and Integration
- PHASE 4: User Testing and Refinement
- PHASE 5: Deployment and Launch