



TraderPlan

“PLAN THE TRADE, TRADE THE PLAN.”

WHITE PAPER

v1.0 MARCH 2018

INTRODUCTION

TraderPlan is a community-based autonomous trading platform for Discord that provides complete control over your blockfolio.

After almost a decade of existence, cryptocurrency is still regarded with a general sense of uncertainty. As people have begun to understand blockchain technology and market behavior, the need has arisen for a way to customize their trading strategies while minimizing their risk. TraderPlan does the hard lifting by helping the blockfolio manager to understand their portfolio, and design a unique plan that TraderPlan automates for them in an easy and intuitive fashion.

HISTORY

Cryptocurrency is still in its infancy. Like the galaxies in our universe, there is so much more we don't know yet than what we do. Because of this, many investors have brought with them strategies and philosophies from more traditional markets. One of those strategies is the concept of autonomous trading, or trading bots.

Trading bots aren't new to cryptocurrency, having been around since the early stages of the industry. The complexity and customization of these bots has been, up until now, dependent upon the coding knowledge of the person using it. TraderPlan aims to bring this high level of technical trading to everyone.

Innovation within the digital space runs at a break-neck pace. What would take months to accomplish now happens in a matter of days. Innovating and improving upon aspects of the industry is only held back by the speed in which code can be written. Because of this, TraderPlan utilizes the greatest attribute of cryptocurrency to stay ahead of the competition; the people. By providing a blockfolio automation platform that integrates with existing social networks, TraderPlan provides an unparalleled level of integration between business intelligence and social intelligence that delivers new functionality seamlessly to the end user.



PROBLEM STATEMENT

In recent years, the number of cryptocurrencies and exchanges has exploded. At last count, there are roughly 1600 currencies in circulation and over 200 active exchanges. As a trader, the amount of pairings and exchange interfaces needed to be learned is becoming an insurmountable task. Because of this, traders have voluntarily limited themselves to a handful of popular exchanges and currency pairings. They simply do not have the time or the brain space available to operate multiple strategies on a masterful level. Smart traders trade with confidence, and as the numbers grow, that confidence begins to run thin.

The market currently doesn't provide newer investors with the opportunity to engage in technical, advanced trading. Up until now, almost all autonomous trading has fallen into two camps. One is highly technical, has massive barriers to entry, and gives you complete control of your blockfolio. The other is the newer point and click design, has minimal barriers to entry, and allows generic/limited control of your blockfolio. These are your "set it and forget it" platforms. With autonomous trading accounting for roughly 80% of the daily trade volume on exchanges, the smartest bot wins.

Cryptocurrency is rife with unbridled opportunity. This means the potential is literally unmeasurable, and risk sits shotgun. Scams are common and every story of success is met with one of dismay about an unknowing individual being swindled out of a large amount of digital currency. This has perpetuated the belief that cryptocurrency is extremely risky and should be regarded in the same breath as gambling.

THE SOLUTION

TraderPlan is designed as a one stop shop for all of your trading needs, providing a unified interface that works across multiple exchanges. Tracking profitability as well as executing and planning trades becomes a simple prospect that removes the need to log in and out of each individual exchange. Within the same interface, autonomous trading strategies can be set up on any exchange connected to the TraderPlan account. The strategies are customizable at any time, with access to real-time data provided through an intuitive interface.

Technical, advanced trading no longer requires years of coding and trading experience. With relatively little time invested in learning TraderPlan's commands and interface, a trader with limited experience can begin to plan trades across exchanges and set parameters that other autonomous trading platforms simply can't accomplish. With a significantly lower barrier to entry, a larger percentage of traders can now plan their strategies exactly how they want with complete customization.

The answer to scams and knowledge growth is community. Most traders who fall prey to these nefarious people simply don't know any better. No one was there to educate them. TraderPlan was built within one of the most popular social platforms for cryptocurrency investors for this very reason. By allowing investors to join or build a community of like-minded people around them, knowledge sharing occurs. This makes for smarter traders and smarter strategies. Having investors looking out for each other by giving feedback on possible strategies or insight into new investment opportunities will directly combat the perceived risk of the industry.

HOW TRADERPLAN WORKS

Cryptocurrency markets run 24 hours a day, regardless of your schedule or what holiday it is. It is not possible for novice and professional traders alike to monitor this level of activity. Even in traditional markets, bots are used because people need to be able to accomplish other tasks and will happily let their money work for them.

Autonomous trading taking over cryptocurrency's daily volume was inevitable. While some traders may focus on "outsmarting the bots", TraderPlan was created to be the smartest bot. This is accomplished by maintaining a human hand within its operation. This type of hands-on, real-time management means adaptability and customization are the platform's greatest attributes. Giving life to the company's slogan, "Plan the Trade, Trade the Plan."

Being based within Discord provides TraderPlan the opportunity to be shared within an already established community of cryptocurrency investors. Familiarity with Discord's interface will advance the adoption of TraderPlan. The commands are familiar to those who have used Discord, allowing for a quick learning curve and more experienced traders can teach newcomers more easily.

TraderPlan utilizes API and Secret Keys to link exchanges to the platform. Currently the platform is compatible with a number of high volume exchanges with more to be added soon. These keys are easy to find and require a single command entry to link the exchange to your private TraderPlan trading room.

Combining straightforward commands with insightful analysis features, and a growing number of strategies, TraderPlan allows for complete customization of an investor's control over their blockfolio. For the first time, professional tools such as automated unit conversion, percentage-based aggregates, strategy automation, and arbitrage will be easily available. None of which exchanges or "set it and forget it" trading bots offer to their users.

STRATEGIES

Currently, TraderPlan has three strategies available to users. With more strategies being developed and exchanges being added in the near future, the scope and reach of the platform will continue to grow. Each strategy can be instituted and customized at any time with a valid currency pairing across any connected exchange.

TARGET

The Target Strategy is a strategy where the TraderPlan automation will progressively buy below a set price or sell coins above a set price. The user has the power to establish the number of coins desired to be held, the minimum distribution price, and the maximum allocation price.

PIVOT

The Pivot Strategy allows you to profit from short-term price movements by buying your positions when the price of your base currency decreases to a desired level and selling when your profit reaches your desired level. Pivot points are used to determine resistance and support points within a given cryptocurrency, providing opportunities for the investor.

STRADDLE

The Straddle Strategy is primarily used for risk management, where you set the amount of your portfolio that will be invested in a given market, with the amount varying based on where the market price is within a given price range. Once customized to your chosen pair, straddle strategies will buy and sell, within the allocation range set. Straddles provide fantastic opportunities for an investor when it comes to short-term volatility. In cryptocurrency, volatility is the only guarantee you'll get.

MARKET PENETRATION

Given the nature of cryptocurrency, most of the strategies for increasing the exposure and adoption of TraderPlan will be accomplished through digital avenues. This will allow for more specified target marketing for more efficient use of the company's time and resources.



SOFT LAUNCH WITH SELECT COMMUNITIES

We will target select featured Discord communities to get a First Look at the platform. Presenting an opportunity to get performance feedback and identify any bugs within the code that went undiscovered during beta testing.

SOCIAL MEDIA

We will utilize a multi-platform approach, spreading professionally-produced content across all major social platforms. This will serve as the official introduction of TraderPlan to the cryptocurrency community.

AFFILIATE PROGRAM

Staying true to the community spirit that TraderPlan is built upon, we will be offering a 10% commission for community owners. Any Discord Server owner who has at least 10 investors with a paid subscription for TraderPlan will earn 10% of those monthly subscriptions in the form of a commission.

DIRECT MARKETING

Once TraderPlan has officially launched and is ready for mainstream adoption, we will begin direct marketing to all major Discord communities. These communities are already populated with thousands of commitment community members and investors.

STRATEGIC PARTNERSHIPS

There are many within cryptocurrency who have shared values with TraderPlan and command a well-respected platform in which they share their knowledge and experiences. Connecting with them will only help TraderPlan evolve within the industry and improve the quality of the product.

ADVANCED MARKETING

We will utilize a multi-faceted, strategic marketing plan to further engage the whole of the cryptocurrency market as well as traditional markets that share a connection to the services that TraderPlan offers.

SUBSCRIPTION DETAILS

One of the most important attributes designed into TraderPlan is that it can be used by anyone and by any volume trader. The lion's share of investors are new to the industry and/or don't have a significant amount invested into cryptocurrency. The soul of digital currency is accessibility, that anyone anywhere can be involved.

TraderPlan believes in this as well. That's why it was important for the basic subscription to the platform be FREE. This provides investors an invitation to test the autonomous trading waters without the pressure of recovering any costs associated with the access to the platform. Here is a breakdown of the Subscriptions currently available for TraderPlan, amounts in USD:

Free - \$0/month - 1 Active Strategy

Shark - \$250/month - 5 Active Strategies

Whale - \$500/month - 20 Active Strategies

Dragon - \$750/month - Unlimited Active Strategies

Subscriptions are payable in BTC, ETH, or LTC and can be paid directly in the platform, inside your private trading room.

SECURITY & PRIVACY

One of the potential issues with a community-based autonomous trading platform is the perception of a lack of privacy. Having a unified interface means accessibility to all exchanges from one location. TraderPlan takes investor security and privacy very seriously.

While the platform itself is based within Discord and is designed for community, the actual interface where investors do their trading is located within a private trading room that only the investor has access to. This ensures the investors have unilateral control over who can access their room. Additionally, an investor can allow another user to see their room and their activity but the user is not able to type in any commands, giving them zero access to your investments or strategies.



WHAT'S NEXT?



Continued evolution is imperative for any platform to remain relevant in the cryptocurrency space. Projects that survive the times of change are ones that have a constant eye on the next innovative approach. Because of TraderPlan's direct connection to those involved in the day-to-day events of the industry (through Discord), the roadmap seen here will likely be updated continuously to better accommodate the current needs of our users.



SPECS

FRONT END

Discord. This is the base for TraderPlan. Originally designed for gamers, it has quickly become a home for cryptocurrency investors world-wide. It is a command-driven UI running on the Java codebase. Discord provides a straightforward, protective platform in which the TraderPlan code is written.

We use Angular and Meteor to provide a real-time interactive web interface where data is displayed and entered. Additionally, we utilize D3, Bootstrap, Material Design, and other HTML5/Javascript frameworks that are responsible for layout and graphics.

BACK END

TraderPlan's business logic is written in Java and executed on cloud servers. For all of TraderPlan's data storage, we use MongoDB. MongoDB supports atomic write operations, concurrency control, replication, and security. This ensures the integrity, availability, and security of TraderPlan data.

We use the Spring framework to implement micro-service architecture and to interface with various web and database services.

CLOUD HOSTING & ARCHITECTURE

TraderPlan uses a 96 CPU Google Kubernetes Engine (GKE) cluster across three regions running 10+ micro-services. One of the services is our MongoDB cluster. Each micro-service is triple redundant, and load is automatically shared between them. If one of the services fails, the other two will take the workload and a new service is started so that the cluster maintains triple redundancy at all times.

When a new version of the micro-service is started successfully, it will increment the version number in MongoDB. The old version of the micro-service detects the new version, and shutdowns as soon as the new version is ready to takeover. This occurs with no noticeable interruption to the user experience.

THE TRADERPLAN TEAM

As TraderPlan grows, this section may be updated to include new additions to the team as they come aboard. Because TraderPlan is a Discord-based platform, included in parenthesis is the Discord Username for each team member.

TRAVIS SAVO (SENSEI KEVLAR)

Travis is the Los Angeles-based founder of TraderPlan. He has over 30 years of financial sector experience and a background in computer science and electrical engineering. On YouTube, known by the name ‘Sensei Kevlar,’ he’s made it his mission to open up his trading Dojo and share with those who want to learn ‘The Way of the Trader.’ Through those experiences, he’s developed his personal, custom blockfolio automation and business intelligence services into a full fledged platform so that everyone can take complete control over their digital currency.

It’s clear that cryptocurrency stands at a crossroads and Travis hopes to contribute to the industry finding its way forward. One aspect of this is automating a good trading plan. It’s a way for savvy businesses to make money overnight without lifting a finger. Designing it for ease of use and adaptability, TraderPlan is poised to be a vital tool for blockfolio success. It boasts multi-exchange support, wallet and profit reports, and three position planning based strategies.

After spending years chasing traditional paths, he finally took his fate into his own hands, directing it towards self-created success and hope. That’s why Travis, in conjunction with TraderPlan’s success, is also working on its nonprofit arm: the ‘With More HOPE Foundation.’ He and the TraderPlan team want to create a more intelligent way to reach those in need and connect them to individuals willing and able to help.

Travis is a lifelong acolyte of technology. He is a proponent of creating solutions to real-world problems with code and a bit of ingenuity. He’s fluent in many modern programming languages and best-practice development approaches for large scale networked systems and desktop applications. The combination of experiences and skills, and his tenacity for chasing the best way of doing anything, means TraderPlan has a bright and long future ahead of it.

ROBERT RUCKER (STILE)

Robert is the General Administrator for TraderPlan. As an Army Combat Veteran and holding a degree in Electronics Technologies, Robert is the man who keeps the whole TraderPlan machine moving forward. Robert brings with him over 20 years of relevant experience and over 12 years as a Project Manager.

A decorated list of experiences fill his resume. He spent a number of years repairing flight guidance systems in combat aircraft. Robert managed multi-million dollar projects, often writing the contracts, and managing hundreds of employees hired to complete them. Additionally, he spent over three years doing Quality Assurance, creating policy improvements and leaner processes, making them more efficient and cost-effective.

In his free time, when he isn't keeping this TraderPlan crew well-organized and on task, he works as a volunteer firefighter. In the fast paced, ever changing industry of cryptocurrency, Robert is the man who is uniquely qualified to be our General Administrator.

CASEY WATKINS (CASEYWATKINS)

Casey is the Development Operations Manager for TraderPlan. His path through life and cryptocurrency is as unique as the legendary beard he sports. If you've seen his livestreams, you know. One day Valhalla will call that beard home.

Having been involved in cryptocurrency since 2013, Casey has had a long, winding road through the digital space. Innovation is the polite word for failure, and he had his fair share. From mining farms to day trading, Casey searched through this brand new industry, experimenting along the way, looking for his niche.

Four years later, he found it in the form of helping others. Troubleshooting code and optimizing processes. Currently, Casey is managing over a hundred Masternodes for investors across dozens of currencies. He started small, but his transparency and character have continued to attract more and more to his services.

Being the DevOps Manager for an emerging company like TraderPlan isn't an easy task. But Casey brings with him expertise in a plethora of areas. PPC Marketing, PHP, HTML, SEO, Kubernetes, WordPress, Java, MongoDB, Spring, Gitlab, and the list goes on. For him, curiosity is an itch that he is compelled to scratch. Which means only good things for TraderPlan's users.

CHRISTOPHER Tso (CHRIS Tso)

Christopher is the Vice President of Engineering for TraderPlan. Born in Hong Kong but having spent most of his life in Australia, Chris is a man of systems, which makes him a great fit for our team. He holds a degree in Commerce and is a Chartered Accountant in Australia.

Getting his start at Vodafone Australia, Chris quickly rose through the company. He started as a Treasury Analyst and in a few short years found himself as a Planning Manager and Finance Consultant, managing company-wide cash flow and building systems to automate numerous business processes.

Entrepreneurship was never far from his mind as he continually seeks out opportunities to help small enterprises elevate their business models to new heights. Before joining TraderPlan, Chris founded his own software consulting company called EntityProcess, where they provide financial modeling, data analytics and process automation to businesses within the financial sector.

Self-taught in software engineering, he's turned a hobby into an expertise. Chris' collective experiences, and his drive to push himself and those around him forward, makes him an irreplaceable part of the team.

MANDEEP SEKHON (MANJAS)

Mandeep is a Senior Software Engineer for TraderPlan. He holds a degree in Information Technology and brings over 10 years of professional Software Development to the TraderPlan platform. Additionally, Mandeep is a Certified Scrum Master as well as a Microsoft Certified Web Developer.

A gamer and a father, Mandeep has a bit of a competitive side. Something that makes him a perfect fit here at TraderPlan. When he's not solving complex problems in computer code, he's teaching his children how to race video game cars. They grow up too fast.

BRIAN DUGGAN (BRIAN)

Brian is a Junior Software Engineer for TraderPlan. A self-taught software developer, he brings with him over 3 years of full-time engineering experience. Currently working on Full-Stack Web Development in the US.

An unconventional path lays behind Brian leading up to his addition to the team. Originally a music major in college, his passion kept pulling him towards the digital space. Outside of his work in software engineering, Brian spends his free time creating; woodworking, music, whatever he can get his hands on to make something new.

PATRICK TOMPKINS (PEASANTFORHIRE)

Patrick is the Marketing Manager for TraderPlan. Holding a degree in Business Administration with over 10 years of writing and management experience, he brings a pragmatic approach to the team and his trademark sense of humor to his writing.

Having been involved in cryptocurrency since 2014, only recently has Patrick turned his focus to the developmental side of the industry. He's the man behind TraderPlan's social media and official videos as well as most of the written content.

THEODOR BORGMAN (OXXYGEN.IO)

Theodor is a Development Operations team member. He brings 3 years of experience as an IT Administrator and 7 years as an IT Tech to the TraderPlan team. If a process can be automated, he can do it. His most recent project was automating business critical customs systems for a global freight forwarding company.

He holds a degree in Systems Integration. Problems are like an itch that needs to be scratched, he doesn't like them. Which makes him the perfect addition to the Dev Ops team.

DANIEL SUH (DANNI-EcC-)

Daniel is a Development Operations team member. He holds a degree in Finance and got heavily involved in cryptocurrency in 2013 and hasn't looked back since. An avid gamer, solving puzzles comes with the territory of being on the Dev Ops team.

Studying under Travis in his Dojo Training Program, Daniel quickly took to cryptocurrency trading and autonomous training. Combining his finance education with the strategies he learned, he's quickly become a source of knowledge for other to turn to when they need guidance.

DANA WOLFE (DANA C WOLFE (DCWBTC) -EcC-)

Dana is a Development Operations team member. A relative newcomer to cryptocurrency, it hasn't slowed him down one bit. After years of building his own computers and collecting endless knowledge about tech, his interests switch to crypto and mining.

In a short amount of time, Dana has built an encyclopedia of knowledge when it comes to trading practices and automated trading. As a student in Sensei's Dojo, he quickly became successful with the many strategies taught. Now he is one of the most interactive members of the team, offering his knowledge to any user who needs it.

CONTACT

Website: <https://www.traderplan.io>

Github Wiki: <https://github.com/TraderPlan/wiki/wiki>

Email: engineering@traderplan.io

Twitter: https://twitter.com/TraderPlan_io

Youtube: <https://www.youtube.com/channel/UCVnaFq6sSYpwcniqBTPbBbQ>

Telegram: <https://t.me/traderplanofficial>

Facebook: <https://www.facebook.com/TraderPlan-112333866133501/>

Instagram: <https://www.instagram.com/traderplanofficial/>