

# vortan

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AI-POWERED CRYPTO ANALYTICS & TRADING

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# ~ 75%

of first-year crypto traders underperform  
a simple buy-and-hold strategy.

*Source: BIS Working Paper 1049, Dec 2024*

# Current Pain

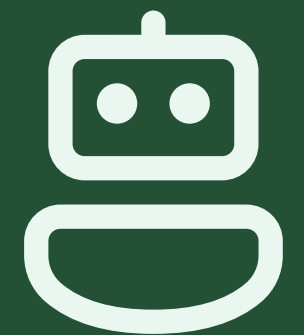
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**Inexperience → impulse buys**



**No forward view → panic trades**



**DIY bots → code & cloud issues**

# Solution



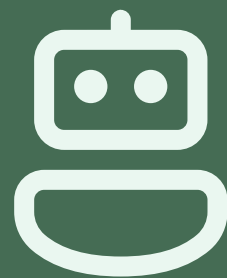
Analytics



Forecast



AI Assistant



Smart Bot



Back-test

# Why now?

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# 67%

trust AI to invest

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Retail spot+perp volume

↑ 62 % vs 2023

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Bitcoins ETFs approved

*Sources – FIS Global, Kaiko Q1 2025, EU MiCA*

# SIZE OF MARKET

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**560M**  
holders

**50M**  
active traders

**150K**  
target users

## TAM

**\$27 B spent/yr on data & tools**  
560 M holders × ~\$4/mo

## SAM

**\$6 B/yr**  
50 M traders × ~\$10/mo

## SOM

**\$45 M ARR**  
150 K users × \$25 ARPU

*Sources – Triple-A Ownership Apr 2025; Bitbo Feb 2025; Vortan forecast*

Tier	Price / mo	Key unlocks (TL;DR)	Gross margin*
Free	\$0	3 symbols • 1 demo bot	—
Plus	\$12.99	Unlimited symbols • 5 live spot bots • 200 AI queries	88%
Pro	\$39.99	AI Copilot ∞ • Unlimited bots (spot + perps) • Webhooks	85%
Enterprise	\$299 / seat	API feed 500 req/s • SLA • white-label widgets	90%



# Current Product



Bucket	Competitors	Strengths	Gap Vortan exploits
<b>Data / Metrics dashboards</b>	CryptoQuant • Nansen • Token Metrics • altFINS • Intellectia.ai	Deep on-chain & macro metrics	No live execution, no AI copilot, siloed per exchange
<b>Retail bot platforms</b>	3Commas • Cryptohopper • Pionex • Bitsgap • TradeSanta • Kryll	Easy template bots, copy-trading	Shallow analytics none forecasting no cross-exchange optimisation
<b>Pro API aggregators</b>	Kaiko • CoinAPI	Clean feeds, SLAs	\$\$\$, raw data only, no UI / automation



Arlan Baikurazov

CEO

**Product & Data**

*Robotics B.Sc. '26, KBTU*



Vladimir Vladimirov

CTO

**Trading Systems**

*Computer Science B.Sc. '26, TUSUR*