# Tradingram Business Model

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### **Key Partners**

- Twitter (https://twitter.com)
- Dataak (https://dataak.com)
- Binance (https://binance.com)
- Binance Smart Chain (https://binance.org)
- AMarkets (https://amarkets.com)
- Gather data from tweets
- Connect to Markets in order to fetch prices
- Data Analysis and Machine Learning

### **Motivations for partnerships**

Real-time price information gathering

We get raw data from Dataak Faster and more reliable data gathering Connecting to a platform (twitter) which traders comment their opinions

### **Key Activities**

Tradingram is a social network, where traders view and share trading opinions

- Data analysis: Machine Learning
- Algorithm Trading
- Certifying Traders
- Interactive Education
- Trading Contests
- Minimal Viable Product (MVP) Smart Contract Implementation
- Web Application
- Mobile Application
- Sentiment: Using Social Media Data
- Blockchain

Categories Machine Learning Web Application Mobile Application Smart Contracts Sentiment Analysis Blockchain Game Theory Algorithm Trading

## **Key Resources**



Our main resource is Human Resources As we are using Machine Learning to analyze and cluster data, we need a highly available server We also want to connect to the blockchain so a fast internet connection will be useful

Types of resources Highly Available Server Fast Internet Connection

### Value Propositions



- Traders across the world, look for market related contents in a variety of platforms which are full of useless information
- Tradingram is a noiseless platform where solves the problem of information overload for traders
- Novice traders have access to trading ideas published by
- Users will get notified for new trends based on their market
- In tradingram users will join a community of traders
- Traders can perform algorithm tradings without having any programming knowledge
- Traders can choose to take part in numerous contests

### Characteristics

Community Network Analytics Machine Learning Customization Portfolio

## **Customer Relationships**



Clients in this platform will be traders who seek for a place to view and share their ideas with other traders

We believe that trading has become an inseparable part of people's lives all over the world and there must be a social media dedicated to enriching the trading experience

### **Examples**Community of Traders Joyful Trading Experience

## **Customer Segments**



Users of Tradingram are mostly traders or who seek to trade Multiple markets will be supported (e.g. NYSE, FOREX, Cryptocurrency, Commodity)

- 1. Professional traders who want to make money off of their trading skills 2. Less experienced traders who want to have access to high-quality
- trading ideas

  3. Users who want to do algorithmic trading but don't have proper
- 4. Users who want to have a fun and entertaining trading experience



It is an internet-based platform so we will connect to users remotely and mostly via internet

e.g. Push Notifications, Profiling, E-Mail, SMS and Phone Call

## Channels

## Cost Structure

Our human resources are the main and most important key so we value humans above anything A reliable server and fast internet connection will be the second cost drain

Our business is more

Value Driven which our focus will be on the results that users expect



## **Revenue Streams**

There will be multiple stages for each user User registration is free and sharing posts will also be free Posting content will be restricted by user's rating which will be demonstrated by their activities

Subscription fee of certified traders Algo-trading market Alternative data (B2B)

