

OpenHedgeFund

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Technology Entrepreneurship 2012

Venture Lab, Stanford University

April 2nd, 2013

- The team
- Value proposition
- Key Functionalities
- Customer segments
- Market size
- Development Status
- Return on Investment
- Demo: wireframe & tbg-Quant
- Competitor's Map



Alberto Sfolcini

Information Technology Project Manager at Giorgio Armani S.p.A. Responsible for inbound and outbound worldwide logistics. More than 12 years experience. Passionate about algorithmic trading and machine learning. Founder and lead programmer of tbg-Quant algorithmic trading platform.

Bachelor in Computer Science.



Nataly Abrosimov

A Social Business Designer at Open Knowledge, an international consultancy specialized in empowering companies to realize their potential through Enterprise 2.0 ideas and instruments, innovation idea management, collaborative innovation, Intranet 2.0 and social e-learning. Clients Include: Luxottica, Eni and Vodafone.

She has lived in Canada, Russia, Israel and Italy and speaks five languages.
Master in Business Design. Bachelor in Product & Experience Design.

OpenHedgeFund provides the best portfolio strategies
to the crowd by the crowd.

We empower the crowd to create their own 'hedge fund'
through an online platform.

The crowd can then evaluate it, rank it, and use it for trading.

Create, Rate, Invest!



1. Create: ability to develop own personal investing strategy (through an online coding editor)

2. Rate: strategies available to the crowd are rated by the crowd based on performance (back testing and live trading)

3. Invest: live trading with personal account (using publicly rated strategies or private strategies)

The screenshot displays the OpenHedgeFund website interface. At the top, a navigation bar includes the logo and links for Dashboard, Community, User, and Help. The main heading reads "create, rate, invest" with a subtext: "Welcome to the OpenHedgeFund, we provide the best portfolio strategies to the crowd by the crowd". Below this, three columns illustrate the platform's features:

- Create:** Shows a code editor with Java code for an Android application. Below the editor, it states: "Use the online code editor to write your strategy in java or python language. Multi classes support. Compile it and test it with our historical database." and includes a "View details" button.
- Rate:** Displays a bar chart comparing performance across different categories. Below the chart, it says: "Use the Strategy searcher to evaluate and rate the strategy" and includes a "View details" button.
- Invest!** Shows another bar chart. Below it, it says: "Go live, execute the strategy with your broker, monitoring it thru this web application." and includes a "View details" button.



1. General User/Investor

- invests money himself online
- searches for the best portfolio strategies in order to invest



2. Creator/Fund Manager

- financial stocks hobbyist
- interested in developing and testing own strategies



1. General User/Investor

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- Fee per strategy used
 - 1% of money invested
 - 10% of profit made
- 5% OpenHedgeFund,
5% to Creator/Fund Manager



2. Creator/Fund Manager

- financial stocks hobbyist
- interested in developing and testing own strategies



- Coding/algorithm consulting
- \$75 per hour



Total U.S.
working
professionals



140 million
people



1/2
invest
in stocks



70 million
people



1/2
invest
themselves



35 million
people



average
by those who
invest themselves



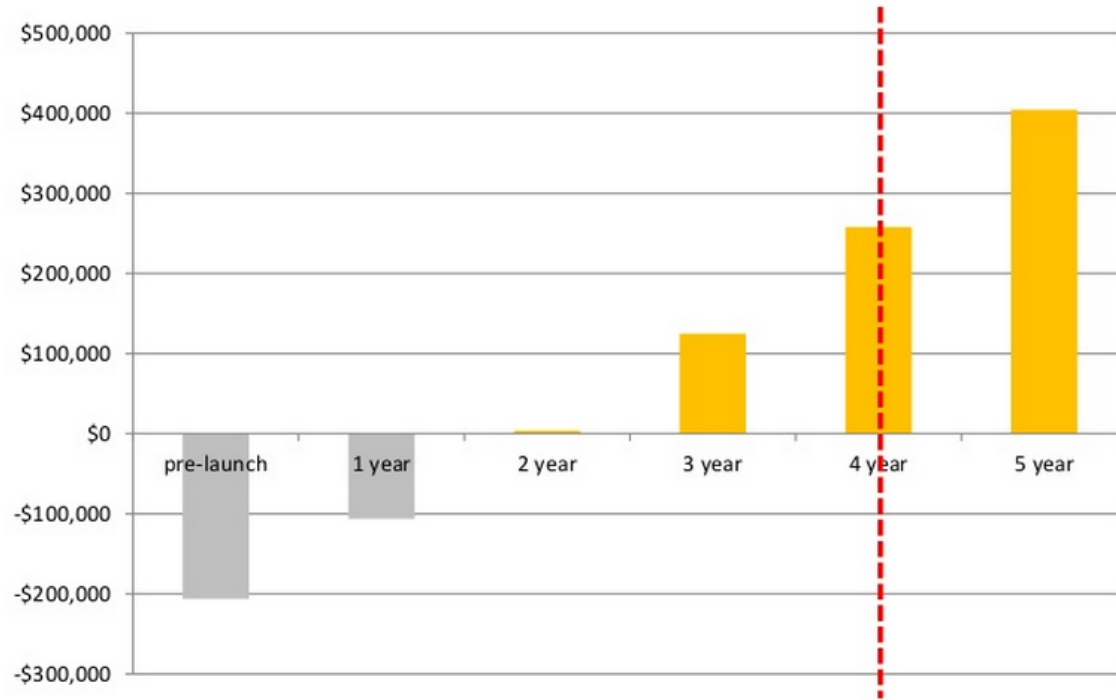
\$30,000



total investment around \$1 trillion

Market Size estimated min. at ~ 1% fee per year is ~ \$10 billion

key activities	status	estimated cost
Purchase Domain	<div><div></div></div>	20\$ per year
Software development (tbq-Quant engine framework)	<div><div></div></div>	35,000\$
Website development	<div><div></div></div>	20,000\$
IT infrastructure (database, servers)	<div><div></div></div>	4,000\$ per year
Acquire historical data	<div><div></div></div>	TBC
Form broker partnership	<div><div></div></div>	TBC
Legal consulting (including company creation)	<div><div></div></div>	TBC
Marketing initiatives	<div><div></div></div>	1,000\$ per year



Initial Funding Needed:
\$ 210,000 US

Break-even point:
4th year of operation

Return on Investment
in 5 years:
232%





The screenshot displays the tbg-QuantDesk Workbench interface in a web browser. The browser's address bar shows the URL `localhost:8089/workbench.php`. The page features a dark blue header with the "tbg-QuantDesk" logo and navigation links for "Home", "WorkBench" (which is active), and "Dashboards". A user profile icon labeled "sfi" is also present. The main content area is titled "Workbench" and includes an icon of a briefcase. Below this, there are three primary action cards: "Create New Strategy", "Modify a Strategy", and "Upload a Strategy". Each card contains a dropdown menu and a green action button. The "Create New Strategy" card has a "Strategy Template" dropdown set to "From Scratch" and a "Create" button. The "Modify a Strategy" card has a "Select a Strategy" dropdown set to "HelloBogus" and a "Modify" button. The "Upload a Strategy" card has a "Select strategy to upload" dropdown and an "Upload" button. At the bottom of the page, there is a footer section with three columns: "Company" (with links to "tbg-Quant website" and "Contact Us"), "Support" (with links to "tbg-Quant in Action" and "Community Support"), and "News" (with two entries: "2013.02.05 tbg-Quant v1.0 beta released." and "2013.03.05 tbg-Quant-Desk v0.5 beta release scheduled."). The footer also includes a copyright notice "© 2013 The Bonnet Gang" and a "Back to Top" link.

tbg-QuantDesk

Home WorkBench Dashboards sfi

Workbench

Create New Strategy

Strategy Template

From Scratch

Create

Modify a Strategy

Select a Strategy

HelloBogus

Modify

Upload a Strategy

Select strategy to upload

Upload

Company

tbg-Quant website

Contact Us

Support

tbg-Quant in Action

Community Support

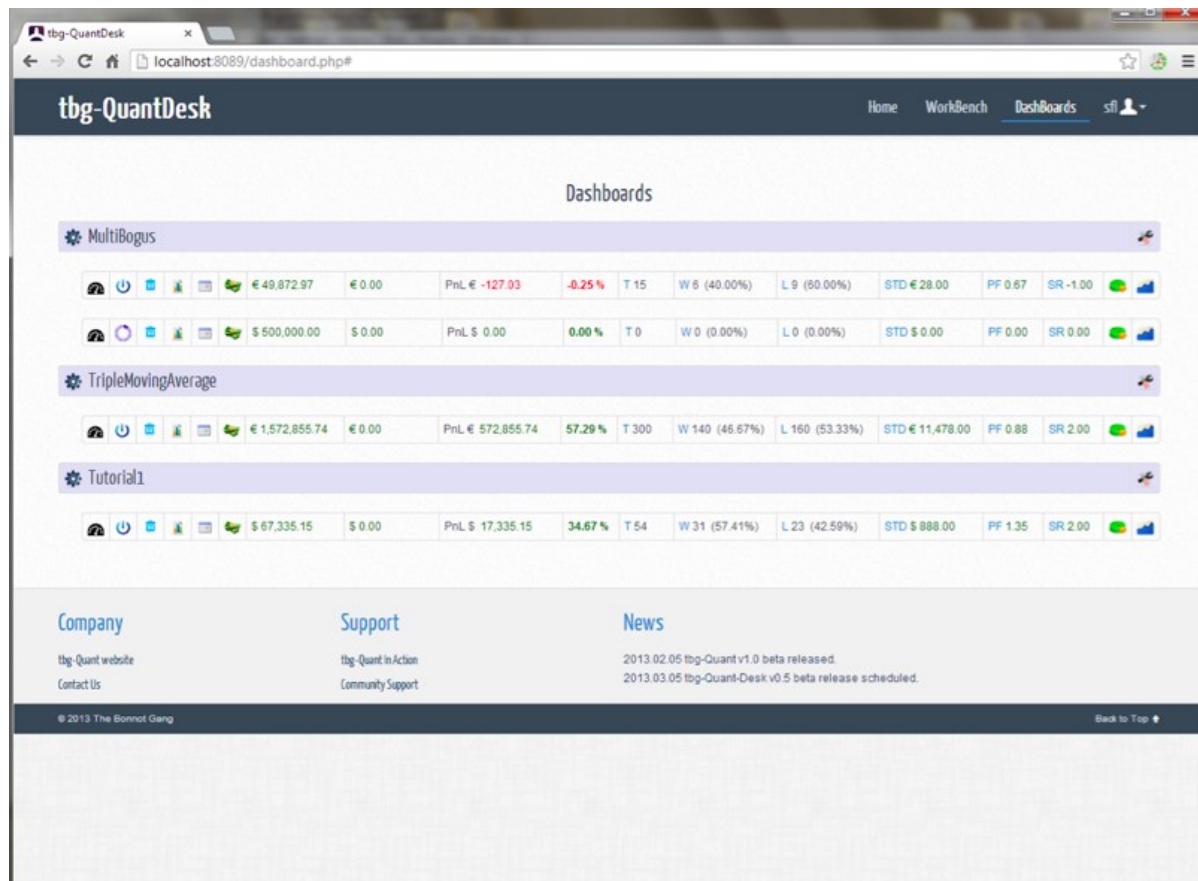
News

2013.02.05 tbg-Quant v1.0 beta released.

2013.03.05 tbg-Quant-Desk v0.5 beta release scheduled.

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tbq-QuantDesk

localhost:8089/dashboard.php#

Home Workbench Dashboards

Live Portfolio

Portfolio Orders

oID	Order Date	Status	Exe Date	AvgPrice	Sec	Side	Qty	Type	Lmt	Stop	TIF	Exchge
957	2013-02-26 00:00:00	FILLED	2013-02-26 00:00:00	€ 790.13	GOOG	SELL	132	MARKET	-1.00	-1.00	DAY	SMART
956	2013-02-26 00:00:00	FILLED	2013-02-26 00:00:00	€ 148.00	GS	SELL	809	MARKET	-1.00	-1.00	DAY	SMART
955	2013-02-26 00:00:00	FILLED	2013-02-26 00:00:00	€ 22.44	MS	SELL	6071	MARKET	-1.00	-1.00	DAY	SMART
954	2013-02-25 00:00:00	FILLED	2013-02-25 00:00:00	€ 11.03	BAC	SELL	8417	MARKET	-1.00	-1.00	DAY	SMART
725	2013-02-25 00:00:00	FILLED	2013-02-25 00:00:00	€ 510.90	MA	SELL	191	MARKET	-1.00	-1.00	DAY	SMART
953	2013-02-13 00:00:00	FILLED	2013-02-13 00:00:00	€ 200.09	IBM	SELL	492	MARKET	-1.00	-1.00	DAY	SMART
717	2013-02-11 00:00:00	FILLED	2013-02-11 00:00:00	€ 520.85	MA	BUY	191	MARKET	-1.00	-1.00	DAY	SMART
952	2013-02-05 00:00:00	FILLED	2013-02-05 00:00:00	€ 11.88	BAC	BUY	8417	MARKET	-1.00	-1.00	DAY	SMART
951	2013-01-31 00:00:00	FILLED	2013-01-31 00:00:00	€ 203.07	IBM	BUY	492	MARKET	-1.00	-1.00	DAY	SMART
711	2013-01-29 00:00:00	FILLED	2013-01-29 00:00:00	€ 518.48	MA	SELL	215	MARKET	-1.00	-1.00	DAY	SMART

Close

MultiBogus

TripleMovingAverage

Tutorial1

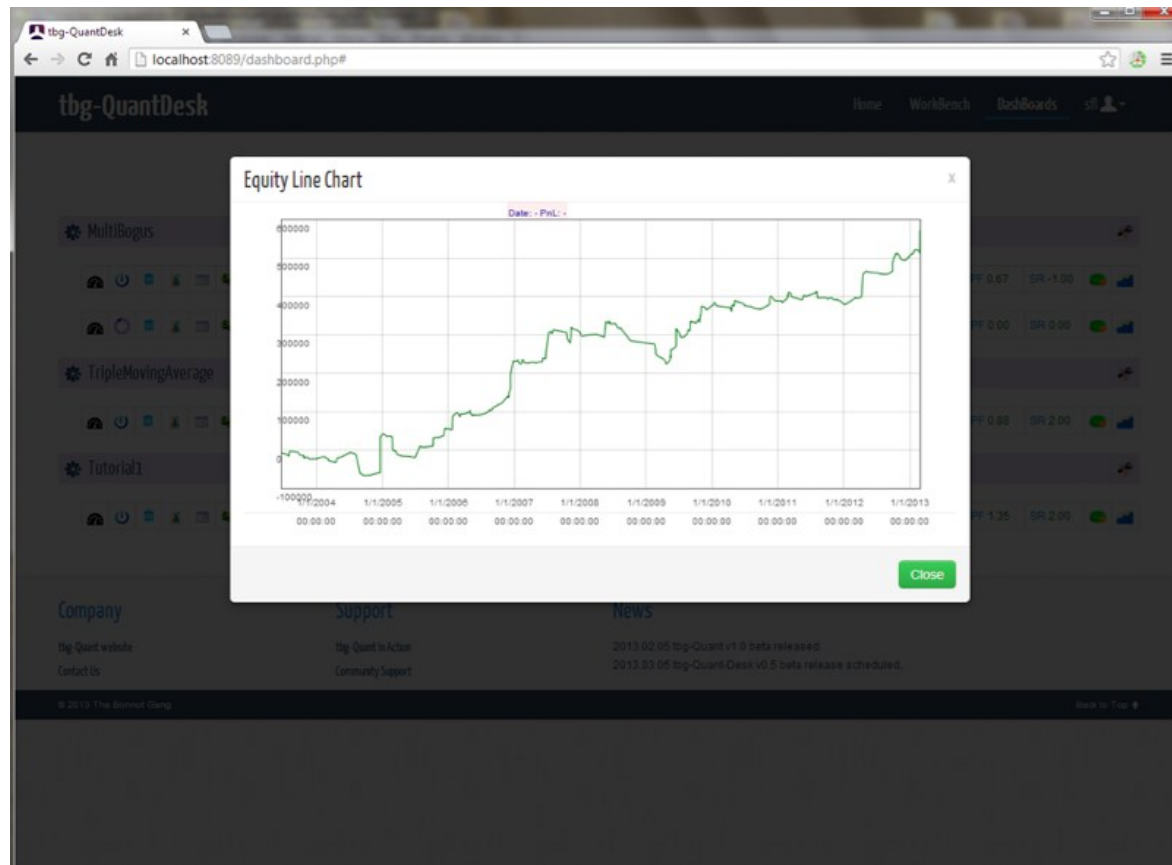
Company















tbq-Quant website

Contact Us

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2013-02-05 tbq-QuantDesk v0.5 beta release scheduled



	online strategy creation	crowd rating	automated trading	intuitive user experience	incorporates gamification	cost to consumer
 Quantopian						\$
collective2						\$\$\$
						\$\$\$
OpenHedgeFund						\$

the best portfolio strategies
to the crowd by the crowd.