Sigmatiq — Brand Brief v1

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Essence

Institutional discipline for retail traders: discover → validate → simulate → subscribe → automate → review.

Personality

Analytical. Transparent. Disciplined. Teacher-mindset. Pragmatic.

Values → Proof

- Evidence over opinion → model cards, provenance, expected ranges, out-of-sample gates.
- Transparency → versioned cards, trade logs, slippage-aware returns, change history.
- Risk first → conservative defaults, loss caps, capacity controls, kill-switch.
- Human control → policy-bound automation, reversible actions, staged sim→live.
- Continuous learning → walk-forward discipline, forward tests, drift monitoring, attribution.

Target Users & Jobs

- Novice Retail Trader — learn safely, practice first, start small with guardrails.
- Intermediate Self-Directed — customize and automate with real costs and limits.
- Strategy Producer (Human or AI) — publish with disclosures and verified performance.
- Compliance-minded Investor — enforce limits and audit trails.

Positioning

For retail traders and strategy creators who demand governed execution and honest evaluation, Sigmatiq delivers trustworthy signals and policy-bound automation across Edge Lab, Edge Sim, Edge Market, and EdgePilot. We compete on validation quality, disclosures, and risk controls.

Messaging Pillars

- Trust & transparency — out-of-sample proof, slippage-aware returns, capacity limits.
- Governed automation — policy engine, kill-switches, cooldowns, staged rollout.
- Evaluation-first — walk-forward tests, realistic costs, parity reporting sim↔live.

Voice & Tone

Plain language. Numbers before adjectives. Risk statements upfront. No hype or return promises.

Design Principles

Clarity over cleverness. Accessible by default. Data-dense layouts with honest empty/error states. Risk controls visible. Traceability one click away.

Success Metrics

- Activation → first simulation; Sim → first live trade with caps.
- Share of strategies with positive out-of-sample; slippage delta vs. sim trending down.
- Dispute rate trending down; subscription attach rate; conversion from EdgeSim to first live trade.