



TRADERDASH
STRATEGY
INTELLIGENCE

**UP YOUR GAME
FIND YOUR EDGE**



Our Goal



Our Solution



Our Product



Business Model



Prezi

Our Goal

To redesign how people find their edge in trading:



Investing in user's
growth



Customers' Experience
first



Integrating
essentials

Problem
Statement

Our
Team

Problem Statement

Retail traders who are enthusiastic about improving their trading game/strategies are unsure how to due to:



Limited/overwhelming
tools available to analyse
historical trading
performance



Barrier to
coding trading
algorithms



Lack of time/
cumbersome to
combine
information

Our Team



Naweera
Product Lead



Azhar
Tech Lead



Eunice
BI & Analytics Lead



Jessica
Risk Lead



Zhi Yan
Algorithm Lead



Cassandra
Strategy & Ops Lead



Zandra
Finance Lead



Prof Anand
Instructor in Course



Donn
Mentor

TraderDash

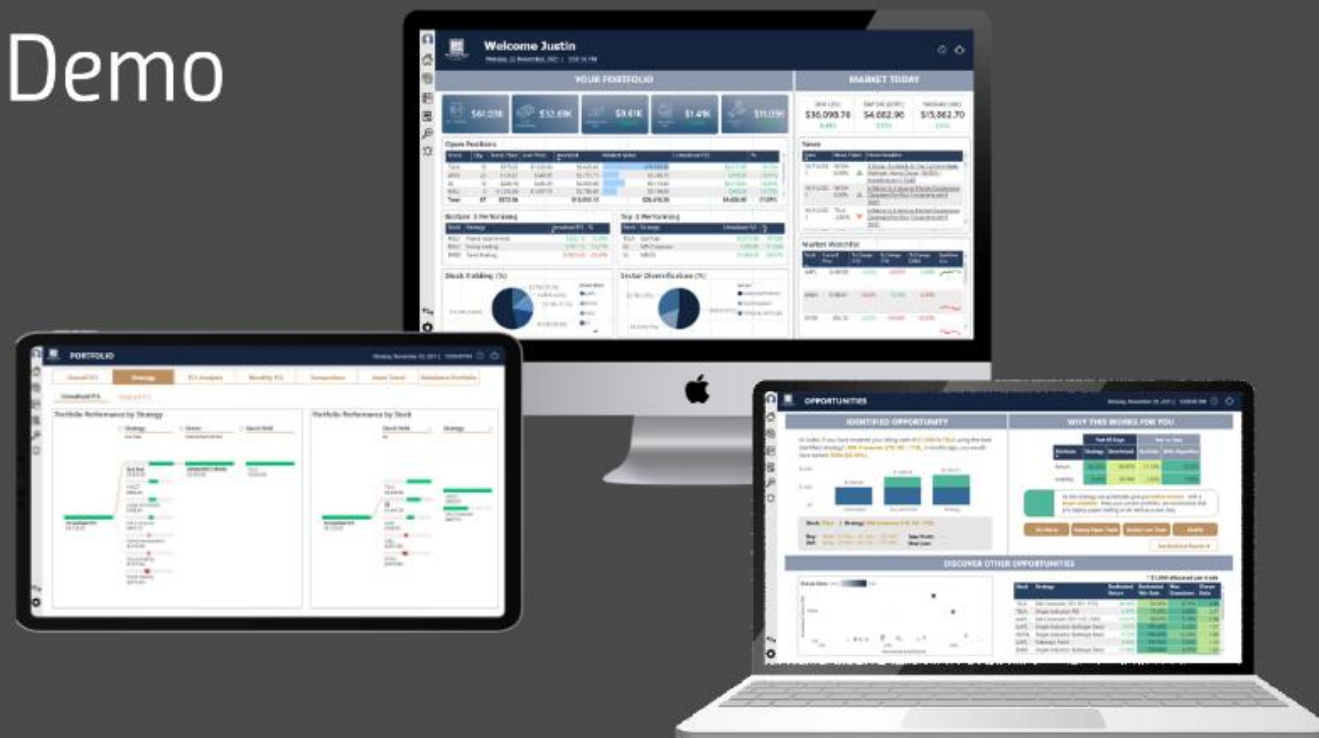


Demo

User Flow

Feedback

Demo



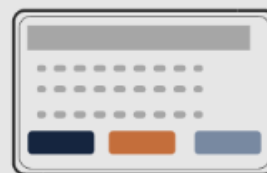
Video ▶

START HERE



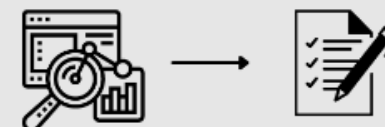
Single Sign-On (SSO)

Auto-import and consolidate latest transaction data from multiple trading platforms

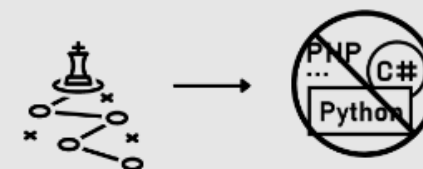


Strategy Tagging

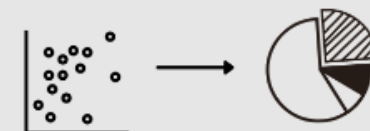
Easy Tagging of latest trades with strategy tags



- Overview of latest trade performance
- Drill down on which strategies worked/failed
- Research and make notes in an integrated notebook



- Discover back-tested strategy ideas
- Modify strategy in no-code environment
- Set alerts on trading signals
- Launch strategies on paper or live trading



- Optimize portfolio to minimize risk and maximize returns

User Feedback

"I like that TraderDash allows me to test and compare different algo-trading strategies which I can **use for my next action**. It also gives me insights to my trades and helps me **find better strategies** to try.."

Eric

"I enjoy using TraderDash because I am able to **test out my strategies** before deploying. This gives me **more confidence** before executing my trades."

Dominic

"I like TraderDash because of its **intuitive interface** and interactive visuals. The information is **easy to understand** and I can **jot my ideas easily**."

Justin

Unique Selling Points

1 Efficient Trading

Track your portfolio, monitor the markets, note your ideas and execute trades seamlessly on one platform.

2 Improved Decision Making

Make informed decisions with curated insights about your trades. Leave emotions out of trades with algo-trading features and alerts.

3 Optimized Portfolio

Minimize your portfolio risk or maximize your risk: reward ratio by using our MPT feature.

Competitor
Analysis

Solutions

Competitor Analysis



Our Solution



Identify your best and worst performing strategies



Discover other strategies with good win rates and profitability



Back-test strategy ideas with no-code parameters



Launch strategies on paper trading or live trading



Optimize portfolio to minimize risk or maximize rewards



Gain actionable insights by tracking your portfolio stocks with integrated notebook and easy tagging system

Business Model

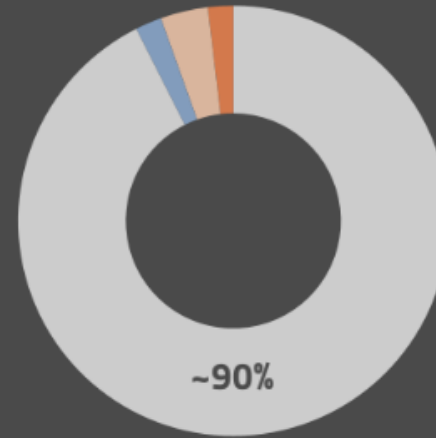


Revenue
Streams

Economic
Value

Future
Enhancements

Revenue Stream



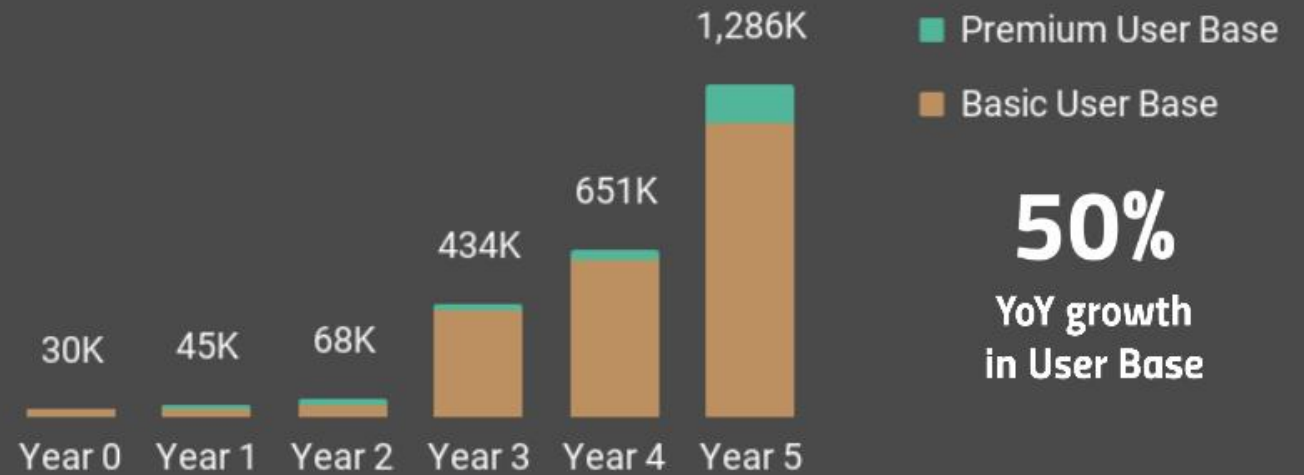
- Tier Subscription Plan
- Partnerships Program
- Leads Generation
- Trading Commissions



BASIC	PREMIUM		
	Trial (1 month)	Fresh (1st Year)	All Star
Track performance of your portfolio, your trading strategies and the market			
x	Rebalance Portfolio		
x	Digital Notebook		
x	Algo-trading & Backtesting		
FREE	FREE	\$75	\$150

Economic Value

Projected User Base



50%
YoY growth
in User Base

**\$1 million
Revenue**
in Year 1

Breakeven
in Year 4

**\$4 million
Profits**
in Year 5

Future Enhancements

1 Full-fledged web application

Building own back-end and front-end capabilities that can support analytics and algo-trading

2 Transform Data to Insights

Incorporate Machine Learning (ML) in the platform to deliver more personalized insights to the user.

3 Develop Trading Capabilities

Build own trading brokerage platform to achieve end-to-end trading experience.



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Q&A