

BricsNetwork Prop Firm - Competition Analysis and Strategy

1. Competitor Analysis

FTMO

- Strengths: Well-known for low barrier to entry and structured challenges with high payout ratios.
 - Client Experience: Offers a clear, robust platform and provides detailed feedback on performance.
- Key Drawback: High challenge fees and strict criteria for passing challenges.

FundedNext

- Strengths: Known for profit-sharing options right from the start and a high profit-sharing rate (up to 90%).
- Client Experience: Gives flexibility in trading styles but has some restrictions.
- Key Drawback: Fewer educational resources and limited withdrawal options.

Audacity Capital

- Strengths: Monthly subscription model instead of an entry challenge, appealing to those who prefer stability over risk.
- Client Experience: Solid reputation and supportive account managers.
- Key Drawback: Higher cost over time due to subscription, limited flexibility.

The 5%ers

- Strengths: Known for low-risk trading styles with a focus on consistency over high returns.
- Client Experience: They support longer-term traders with sustainable growth in mind.
- Key Drawback: Slow capital scaling and stringent rules that do not suit high-frequency traders.

2. BricsNetwork Differentiation Strategy

A. Unique Selling Points (USP)

- Flexible Challenge Options: Offer customized challenges based on trader preferences (e.g., scalping, day trading, or swing trading) to attract a broader range of traders.
- Low-Cost Entry with Immediate Scaling: Introduce lower challenge fees or even a free trial challenge with achievable scaling based on trader performance.
- Early Payouts: Implement an early payout feature, perhaps allowing traders to withdraw part of their profits even during the evaluation period.

B. Enhanced Client Experience

- Real-Time Analytics Dashboard: Offer a dashboard with advanced performance analytics and real-time feedback on trading behavior.
- Personalized Coaching and Resources: Provide one-on-one coaching for first-time traders, educational webinars, and trading psychology content.
- 24/7 Customer Support: Ensure round-the-clock support via live chat or messaging.

C. Aggressive Sales and Marketing Tactics

- Targeted Social Media Campaigns: Create campaigns on platforms like Instagram, YouTube, and Facebook showcasing success stories and unique features.
- Influencer Partnerships: Partner with popular trading influencers to reach a broader audience quickly.
- Incentivized Referral Program: Offer cash bonuses or fee discounts for each successful referral.

D. Building Community and Trust

- Engaging Content and Community-Building: Use live Q&A sessions, weekly trade analysis, and community trading competitions.
- Transparency and Trader-First Approach: Address client concerns by being open about policies and responding quickly to feedback.

3. Month-by-Month Implementation Plan

Month 1: Setup and Initial Outreach

- Launch Unique Features: Get the flexible challenge options and real-time analytics dashboard running.
- Social Media Marketing Blitz: Begin an aggressive social media campaign with a focus on your unique selling points.
- Onboarding and Support System: Set up personalized coaching, client support, and referral program.

Month 2: Scaling and Engagement

- Enhance Community Engagement: Start weekly live sessions and Q&A with experienced traders.
- Targeted Ads and Influencer Push: Expand social proof with testimonials and influencer collaborations.
- Fine-tune Client Experience: Act on feedback, refine the dashboard, and scale support for more traders.