

Dual-Trader Pitch Document

Dual-Trader

"One App. All Your Brokerage Accounts. Trade Smarter."

- GitHub: <https://github.com/harshgupta20/dual-trader>
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Seeking: INR 2 Cr (~\$250K) in Seed Funding

1. Executive Summary

- Dual-Trader is a powerful multi-broker, multi-account trading platform designed for modern-day traders who use multiple brokerage accounts. The app lets users manage and execute trades across all accounts from one dashboard, in real time.
Built on top of secure broker APIs, Dual-Trader is on a mission to simplify multi-account trading for retail and professional traders alike. The prototype already supports simultaneous trading and aggregation of accounts, positions, and order placements across brokers.
We are now seeking seed funding to further develop integrations, scale infrastructure, onboard early users, and pursue regulatory and broker partnerships.
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2. Problem

Disconnected Trading Ecosystem

- Retail and professional traders often maintain accounts with multiple brokers to diversify strategies, fees, or platforms.
- Existing apps allow **only one broker at a time**; there is **no unified view**.
- Traders struggle with:
 - Logging in to multiple apps daily
 - Delays in trade execution
 - Portfolio fragmentation
 - Inconsistent data formats across platforms

Persona Example:

- **Raj**, an options trader, uses Zerodha for intraday, Upstox for options, and Interactive Brokers for international exposure. He juggles three UIs, misses opportunities, and cannot batch trades.
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3. Solution

Dual-Trader = One App, All Your Brokers

- **Multi-Broker Integration:** Connect multiple brokerage accounts
 - **Unified Dashboard:** See all holdings, P&L, watchlists, and orders together
 - **Simultaneous Trade Execution:** One-click order placement across brokers
 - **Secure & Fast:** Built using OAuth2 + broker-compliant APIs
 - **Cross-platform:** Web-first, with native apps planned
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4. Why Now

- APIs from major brokers (Zerodha Kite, Upstox, IBKR, Fyers) are maturing
 - Surge in retail and algorithmic trading post-2020
 - Rise in traders using multiple accounts for diversification or risk separation
 - Lack of serious competitors in India providing multi-broker aggregation
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5. Product Demo / Features

- Account linking (Zerodha, Upstox demoed)
- Consolidated P&L and live positions
- Watchlists and price alerts from all accounts
- Bulk order execution panel
- Trade history and execution logs
- End-to-end encryption and secure OAuth flows

GitHub Prototype:

- <https://github.com/harshgupta20/dual-trader>

6. Technical Architecture

- **Frontend:** React + Vite + MUI (fully responsive UI)
 - **Backend:** Node.js / Express API server
 - **Auth:** OAuth2 with token refresh handling
 - **Execution Engine:** Batches and syncs order placement
 - **Data Caching:** Reduces API calls, handles broker limits
 - **Modular Broker Integrations:** Each broker implemented as an adapter (ZeroDha adapter, Upstox adapter, etc.)
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7. Business Model

Monetization Streams:

- **Freemium:**
 - Free: 3 broker connection, basic dashboard
 - Pro (INR 199/month): Unlimited brokers, bulk trades, analytics
 - **Affiliate / Rebates:** Revenue share from brokers
 - **B2B:** White-labeled versions for prop firms or portfolio managers
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8. Market Opportunity

- **Indian Market:**
 - Over 3 crore retail investors
 - ~15 lakh active traders with >1 account
 - Increasing adoption of algo & options trading
- **Global Market:**
 - 15M+ traders in the U.S. alone
 - International brokers (IBKR, Alpaca) offer integration scope

TAM/SAM/SOM:

- TAM: \$10B+ Global Online Trading Platforms
 - SAM: \$500M India Trading Utilities Market
 - SOM (3% penetration): \$15M
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9. Competitive Landscape

| Feature / Product | ZeroDha Kite | Upstox | TradingView | Dual-Trader |
|-----------------------|--------------|--------|-------------|-------------|
| Multi-broker support | ☑ | ☑ | ☑ | ☑ |
| Trade execution | ☑ | ☑ | ☑ | ☑ |
| Unified dashboard | ☑ | ☑ | ☑ | ☑ |
| Custom bulk order | ☑ | ☑ | ☑ | ☑ |
| Portfolio aggregation | ☑ | ☑ | ☑ | ☑ |
| Broker agnostic | ☑ | ☑ | ☑ | ☑ |

10. Traction

- Prototype completed
- ZeroDha + Upstox OAuth + Trade Execution working
- 10 active users testing beta

- Community traction via GitHub stars and Reddit/Discord traders' feedback

Testimonials

"No more logging into 3 apps just to check my P&L. Game changer." – Early beta user

11. Go-To-Market Strategy

- Launch via trading communities (Reddit, Discord, Twitter)
- Partner with small prop firms for B2B pilots
- SEO-driven blogs and tutorial content
- Collaboration with YouTube influencers in finance/trading
- Incentivized referrals & premium-only features

12. Team

Harsh Gupta – Founder & Full Stack Developer

- 5+ years in React.js, Node.js, Firebase, and brokerage API integrations
- Built and scaled multiple side projects with 10k+ users
- Ex-Solana U Ambassador, passionate about financial systems

(Hiring Plan)

- Compliance Officer
- UI/UX Designer
- Backend Engineer
- API Integration Engineer

13. Financial Projections

| Year | Users | Revenue (INR) | Burn Rate | EBITDA |
|--------|-------|---------------|-----------|--------|
| Year 1 | 2, | ₹20L | ₹45L | -₹25L |
| Year 2 | 10, | ₹1.2Cr | ₹60L | ₹20L |
| Year 3 | 50, | ₹4Cr | ₹1.2Cr | ₹1.8Cr |

Ask:

- Raising ₹2 Crore (~\$250K)
- Use of Funds:
 - 50% Product Development
 - 20% Broker Partnerships
 - 20% Marketing & Community
 - 10% Regulatory Compliance

14. Vision / Exit Strategy

- Long-term goal: become **Plaid for Indian brokers**
- Enable third-party devs to build tools on top of Dual-Trader's unified API
- Exit possibilities:
 - Acquisition by discount brokers or wealth tech players
 - Revenue-generating lifestyle business
 - Strategic partnership with exchanges or large trading firms

15. Appendix

- API Docs & Architecture Flow

- [Broker Partner Roadmap](#)
 - [Testimonials](#)
 - [Backend Logs & Order Sync Code Samples](#)
 - [Security & Encryption Policies](#)
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Contact

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Let's make trading truly seamless and efficient for India's millions of active traders.