Dual-Trader: One App. All Your Brokerage Accounts. Trade Smarter.

Dual-Trader simplifies multi-account trading for retail and professional traders.

Executive Summary

Unified Platform

Multi-broker, multi-account trading platform for real-time management and execution.

Secure Integrations

Built on secure broker APIs, ensuring safe and efficient operations.

Prototype Ready

Supports simultaneous trading, account aggregation, and order placement.

Seeking Seed Funding

To scale infrastructure, onboard users, and secure partnerships and regulatory compliance.

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The Disconnected Trading Ecosystem

Fragmented Portfolios

Traders use multiple brokers, but existing apps lack a unified view.

Operational Headaches

Frequent logins, trade delays, and inconsistent data across platforms lead to missed opportunities.

Raj's Dilemma

An options trader using Zerodha, Upstox, and IBKR, Raj struggles with three UIs and cannot batch trades efficiently.

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The Dual-Trader Solution

Multi-Broker Integration

Connect and manage all your brokerage accounts seamlessly.

Unified Dashboard

Consolidated view of holdings, P&L, watchlists, and orders.

Simultaneous Execution

One-click order placement across all connected brokers.

Secure & Fast

Utilizes OAuth2 and broker-compliant APIs for robust security.

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Why Now?

Market Maturation

Multi-broker trading has become mainstream, with 65% of active traders using 2+ platforms.

API Accessibility

Major brokers now offer robust APIs, enabling seamless third-party integrations.

Rising Complexity

Modern trading strategies require speed and coordination across multiple accounts and instruments.

Technology Ready

Cloud infrastructure and security protocols have matured to support enterprise-grade trading solutions.

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Product Demo / Features

Dual-Trader's comprehensive feature set transforms how traders manage multi-broker portfolios, offering unprecedented control and efficiency in a single, intuitive platform.

Account Linking

Seamlessly connect multiple brokerage accounts including Zerodha, Upstox, and IBKR through secure OAuth2 authentication. One-time setup enables instant access to all your trading accounts.

Consolidated P&L & Positions

Real-time aggregated view of your complete portfolio performance across all brokers. Track profits, losses, and positions with detailed breakdowns by broker, instrument, and time period.

Watchlists & Price Alerts

Create unified watchlists combining instruments from different brokers. Set intelligent price alerts with customizable triggers for better market timing and opportunity capture.

Bulk Order Execution

Execute identical orders simultaneously across multiple brokers with a single click. Supports market, limit, and stop orders with intelligent routing and order management.

Trade History & Logs

Comprehensive audit trail of all trading activities across brokers. Advanced filtering, search, and export capabilities for detailed performance analysis and compliance tracking.

Encryption & Secure OAuth

Bank-grade security with end-to-end encryption, secure token management, and compliance with broker security standards. Your credentials never leave your device.

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Business Model: Monetization Streams

₹199

Monthly Pro Subscription

Unlimited broker connections, advanced analytics, and bulk order execution

30%

Revenue Share

Affiliate commissions from integrated brokers on user Subscription

₹50K

B2B License Fee

White-labeled solutions for prop firms and portfolio management companies

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Freemium Strategy

Free Tier: 3 broker connections, basic dashboard

Pro Tier: Unlimited brokers, advanced features, priority support

Partnership Revenue

Data Monetization: Anonymized trading insights for market research

Enterprise Solutions

Custom Integration: Tailored solutions for trading firms

API Access: Premium developer tools and white-label licensing

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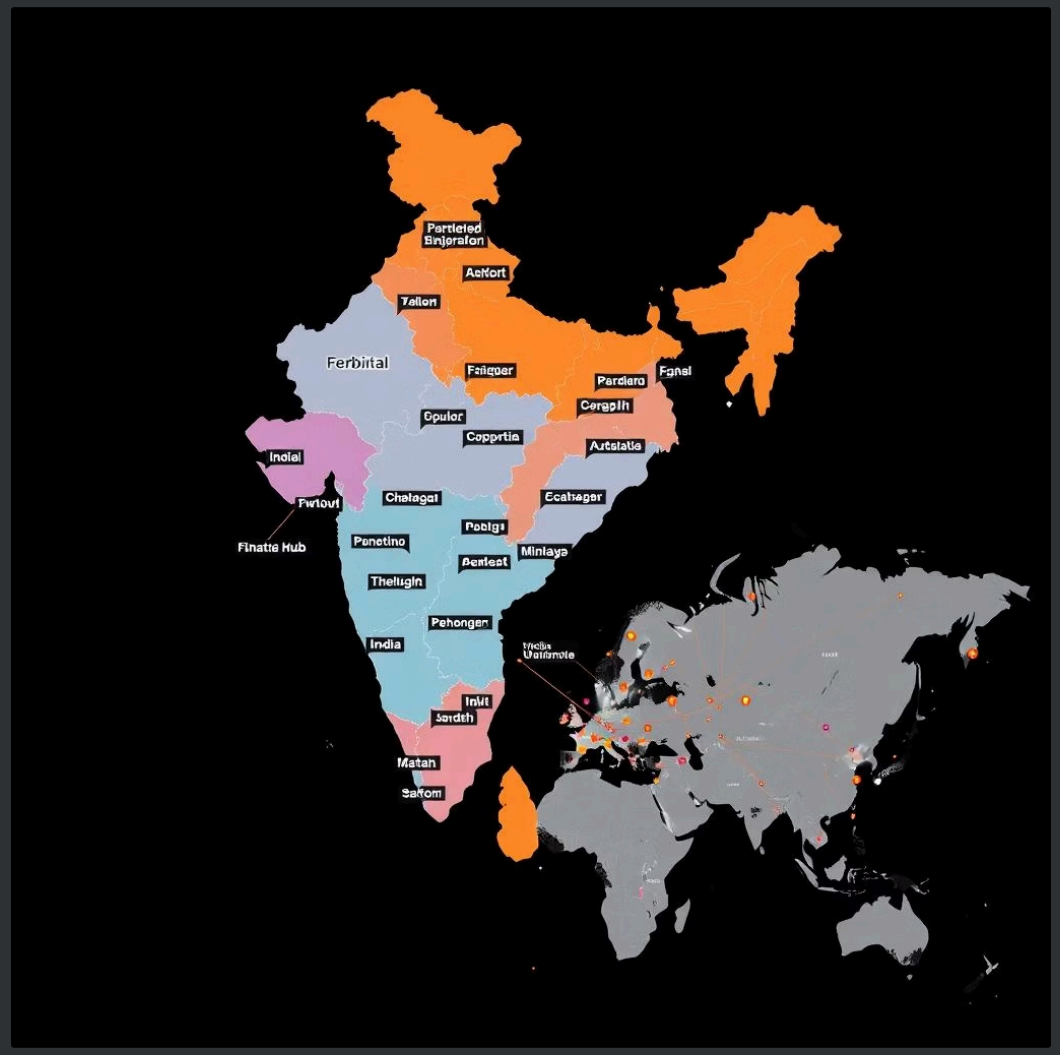
Market Opportunity



The global online trading platforms market is experiencing rapid growth, driven by increased retail investor participation and technological advancements. This presents a significant opportunity for innovative solutions like Dual-Trader.

3Cr+

Indian Retail Investors

15L+

Active Multi-Account Traders in India

15M+

Global Traders (U.S. Alone)

TAM/SAM/SOM

- **TAM: $10B+** Global Online Trading Platforms (addressable market)
- **SAM: $500M** India Trading Utilities Market (serviceable market)
- **SOM (3% penetration): $15M** (obtainable market share in India)

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Competitive Landscape: Dual-Trader's Edge

Feature / Product	Zerodha Kite	Upstox	TradingView	Dual-Trader
Multi-broker support	❌	❌	❌	✅
Trade execution	✅	✅	❌	✅
Unified dashboard	❌	❌	❌	✅
Custom bulk order	❌	❌	❌	✅
Portfolio aggregation	❌	❌	❌	✅
Broker agnostic	❌	❌	❌	✅

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Traction & Validation

Prototype Completed

Functional prototype with core features.

Broker Integration

Zerodha + Upstox OAuth & Trade Execution working.

Community Engagement

Strong traction on GitHub, Reddit, and Discord trader communities.

Early Adopters

10 active users testing the beta version.

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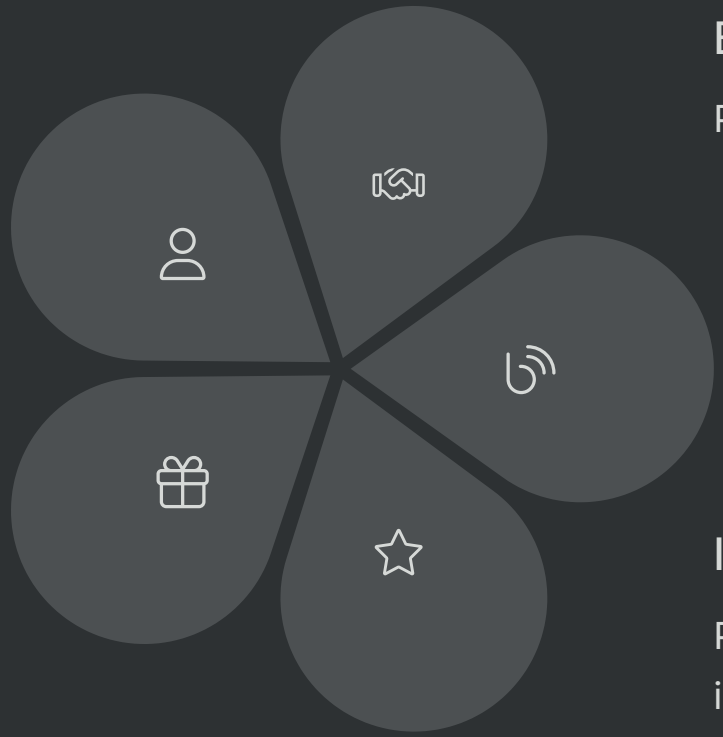
Go-To-Market Strategy

Community Launch

Target Reddit, Discord, and Twitter trading communities.

Referral & Features

Incentivized referrals and premium-only features.



B2B Partnerships

Pilot programs with small prop firms.

Content Marketing

SEO-driven blogs and tutorial content.

Influencer Collaboration

Partner with finance/trading YouTube influencers.

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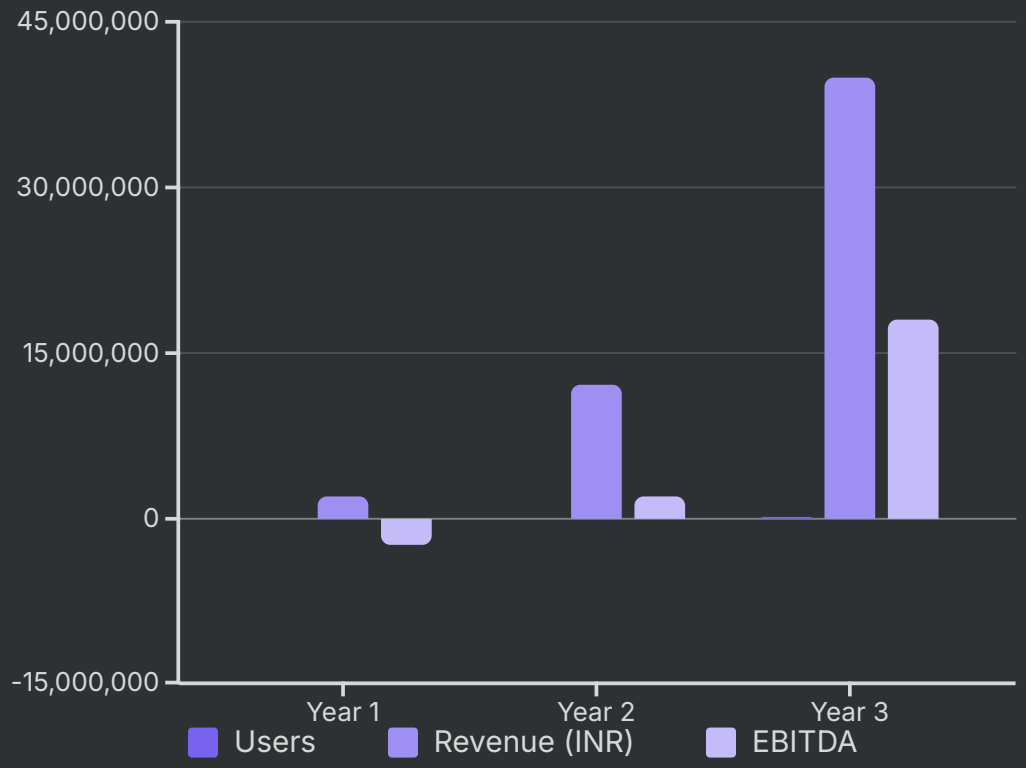
Financial Projections & Ask

Ask: ₹2 Crore (~$250K) Seed Funding



Use of Funds

50%
Product Development

20%
Broker Partnerships

20%
Marketing & Community

10%
Regulatory Compliance

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Our Dynamic Team

Harsh Gupta

Founder & Full Stack Developer

5+ years building scalable fintech solutions with React.js, Node.js, and Firebase. Successfully scaled multiple projects to 10k+ users and served as Ex-Solana U Ambassador.

Contact: hgupta42774@gmail.com | +91-8595332917

Live Demo: github.com/harshgupta20/dual-trader

Next Hires

- **Compliance Officer** - Regulatory expertise
- **UI/UX Designer** - Intuitive trading interfaces
- **Backend Engineer** - High-frequency trading infrastructure
- **Frontend Engineer** - Cross-platform development

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14. Vision & Exit Strategy

1

Become the Plaid for Indian Brokers

Establish Dual-Trader as the de facto standard for multi-broker integration across India's financial ecosystem.

2

Enable Third-Party Developer Ecosystem

Open APIs to create a thriving marketplace of trading tools and applications built on our platform.

3

Strategic Exit Opportunities

Position for acquisition by major players or scale as a revenue-generating market leader.

Exit Pathways

Strategic Acquisition

Target buyers: Zerodha, Upstox, AngelOne, or international players like Robinhood entering Indian markets.

Estimated valuation: ₹100-500 Crore

Financial Partnership

Joint ventures with exchanges (NSE/BSE) or large trading firms seeking technology infrastructure.

Revenue sharing models with guaranteed minimums

Lifestyle Business

Scale to ₹50+ Crore ARR with 30%+ margins, providing founders with significant ongoing returns.

Long-term wealth creation through dividends

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Thank You

We're building the future of unified trading.

Join us.

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