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Vasile Staver

Product Designer

# Ultra Blue Capital

Big Data Federation, Inc.

Duration: 7 mos

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# Overview

Hey! That's nice of you that you've decided to read this introduction. This section will help you to get a quick understanding regarding the products, my role, responsibilities, complexity and solutions.

Ultra Blue Capital (UBC) includes several related products:

- Responsive website successfully launched for the asset management firm **Ultra Blue Capital (UBC)**
- Responsive website successfully launched for the actively-managed ETF named **UBC Algorithmic Fundamentals ETF (UBCB)** with automated factsheet and holdings
- Automated **Digital Signage** TV experience for asset management firm
- Marketing materials and online presence (social media banners, banners for public events and conferences, business cards).

## OBJECTIVE

The objective was to create the brand and related products of Ultra Blue Capital (UBC) from scratch. UBC has several products under the hood each serving the purpose to attract investments to their funds and ETFs starting with individual, accredited and institutional investors. The products are strictly regulated and are approved legally by third party entities and the U.S. Securities and Exchange Commission.

## APPROACH & DELIVERABLES

As Product Designer I was responsible for all the design, marketing materials and team support during the implementation for Ultra Blue Capital (UBC). The communication with stakeholders, engineers, data scientists, the understanding of the requirements and implementation constraints brought us to successfull launch of all the products at the initial deadline.

The design specifications were provided to engineers and during the implementation I've provided explanation and continuous support.

*All the materials included in this presentation are public to all the users of any products of Big Data Federation, Inc. and they don't reflect any private data, or materials that are under NDA. The process itself is displayed as theory and doesn't reflect the method and the formula of achieving the results presented here. The source of design isn't included and the presentation includes only materials from final products delivered publicly.*

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# Team

We've worked in small different cross-functional teams. I was the only designer in the company, so was assigned to all the products and worked alongside with engineers, managers and stakeholders.

**Team 1**

**Asset Management Firm (UBC) Responsive Website**

Stakeholder  
Project Manager  
**Product Designer**  
Front-end Developer  
Back-end Developer

**Team 2**

**ULTRABLUE™**

**UBCB**  
UBC Algorithmic Fundamentals ETF

Stakeholder  
Project Manager  
**Product Designer**  
Front-end Developer  
Back-end Developer

**Team 3**

**Digital Signage (Living Room Experience)**

Stakeholder  
Project Manager  
**Product Designer**  
Front-end Developer  
Back-end Developer

**Others**

**Automated Factsheet and Holdings**

The S&P 500 index (SPX) is a market capitalization weighted index of 500 leading companies in the U.S.

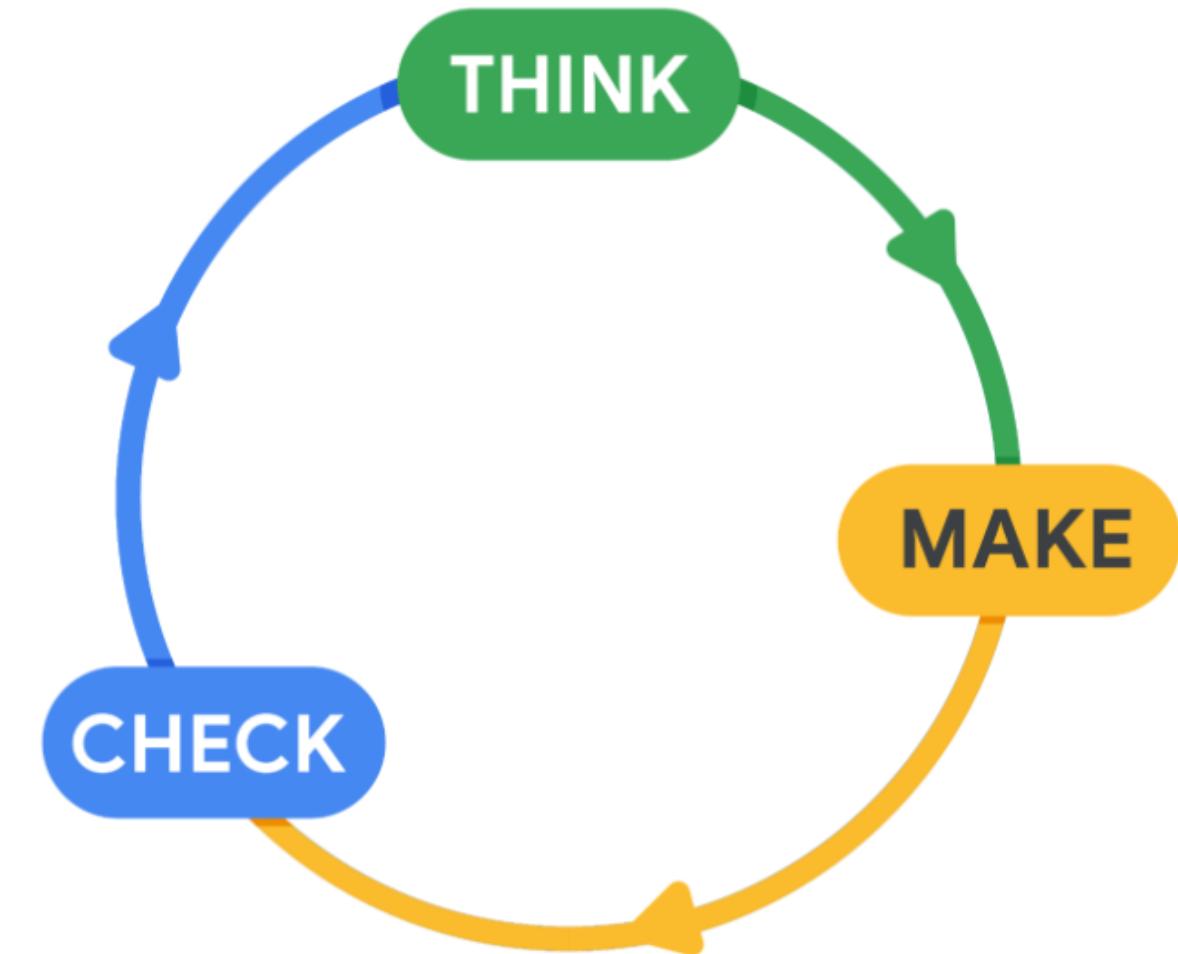
The performance data quoted represents past performance and is no guarantee of future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than the performance data quoted. For the most recent month-end performance, please call (866) 469-2904 or visit the Fund's website at [www.ubc-i.com](http://www.ubc-i.com).

Shares are bought and sold at market price not net asset value (NAV). Market price returns are based upon the closing composite market price.

Stakeholder  
**Product Designer**  
Front-end Developer

	As of June 30, 2022	As of June 30, 2022
Sector Allocation (%)		
Information Technology	39.05%	

# Process



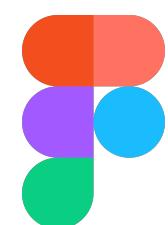
The Lean UX process focuses on reducing wasted time and resources, and producing a workable product as soon as possible. The process is iterative, meaning the team continues to update and make revisions to the product as they gather user research and stakeholder feedback.

**Think.** Explore the problems that users are experiencing and consider how they can be solved. This step is all about gathering research, so you can form a clear idea of who the product is for and how it will help them.

**Make.** Start designing the product by creating sketches, wireframes, and prototypes. Create a minimum viable product, or MVP for short, which is a simple prototype of designs that can be tested with the target audience.

**Check.** Find out how users are responding to designs and gather feedback from project stakeholders. After that is the time to make adjustments, and repeat the three steps again, if necessary.

## DESIGN TOOLS AND COLLABORATION



Figma

Figma was used by me as the design and prototyping tool.



Zeplin

Zeplin was used by me as version controlling tool for the design, as communication between designer and stakeholders or project managers. Also it was used for design handoff to engineers.

# (UBC) Asset Management Firm Responsive Website

## The challenge

Ultra Blue Capital, LLC (UBC) is an active asset management firm that holds private funds and an actively-managed ETF. The challenge was to create and build a responsive website that gives details regarding the firm and the products that they grow and develop. The main strategy of the website was to convert users to become subscribers and read the articles of the research team about the Stock Market and Industries Performance.

## Explore the problems

Ultra Blue Capital is a new brand without any users and that's the main problem to be solve, to bring UBC as a brand how fast is possible to the market and in the future to convert it's users into subscribers. At the time when we've started from a blank page, UBC had several products that already were on the market one of which is UBCB ETF that we will cover next in this presentation. So taking this in consideration one of the requirements was that the UBC Responsive Website should look similar to UBCB ETF Responsive Website in order to build a brand of it and also because many of users will come and know UBC from it's products. On the other hand there is a connection between them which should be approved legally by third-party entities as the UBC cannot directly advertise UBCB and is regulated and under control of U.S. Securities and Exchange Commission.

Also UBC will have several common Insights published from the parent firm website Big Data Federation, Inc. and they will come automatically from it's admin platform. Those Insights should in the end be easy to read. Also we must maintain the same look and feel for each article and minimize the research team human error when writing and styling articles.

Beside the Responsive Website we've built a chart generation module that automatically creates chart with it's unique design from an internal tool that the research team is using to gather data for Insights, so the research team will not create those chart manually and they will have the same look and feel and can be shared and published on different sources of media as high quality images.

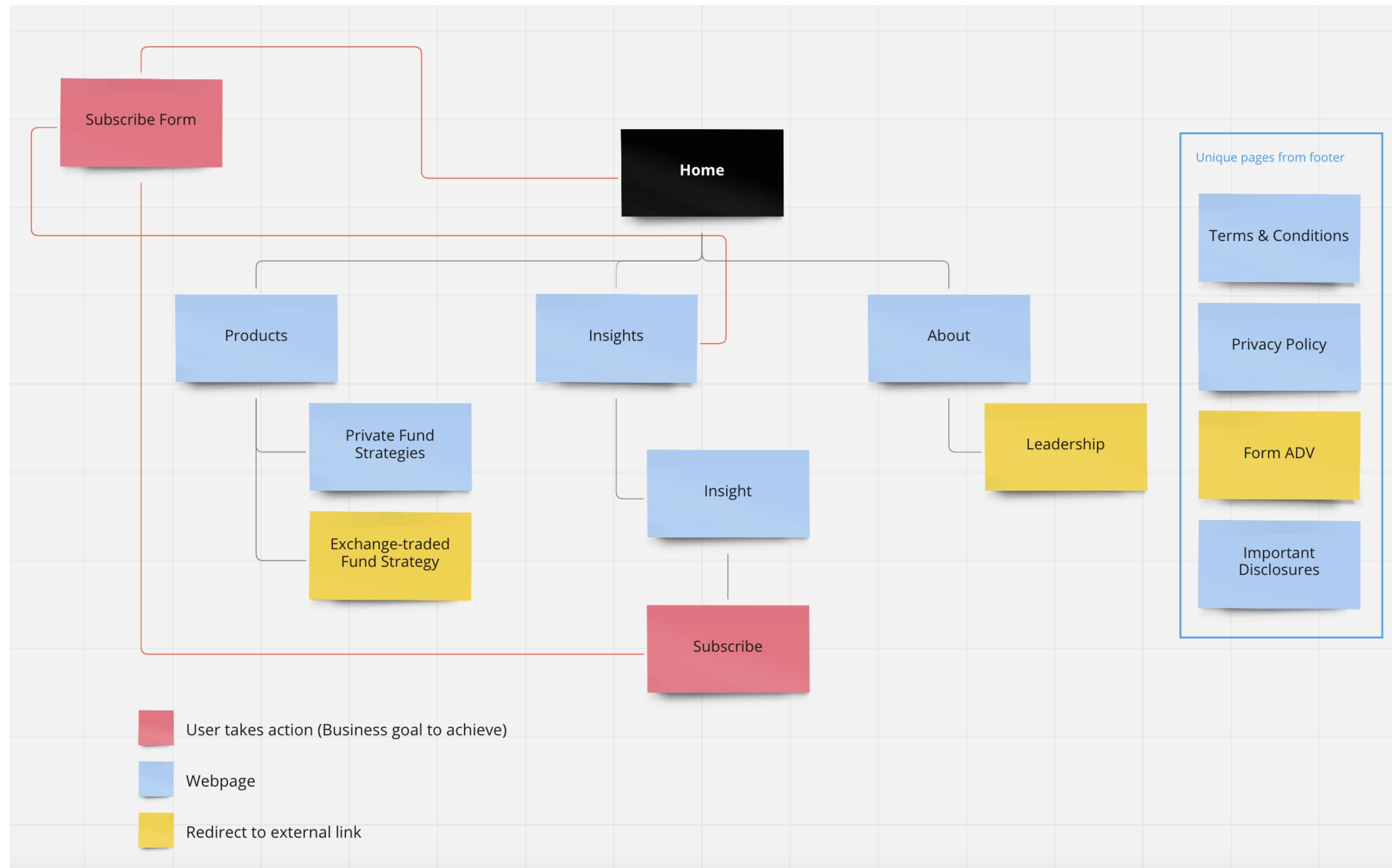
## Design the product

I've found direct and indirect competitors, researched and explored their solutions and approach into gathering as many subscribers as possible. Made some meetings with our research and engineering team regarding the findings of research on Insights of the competitors and find a solution for our Insights coming from Big Data Federation, Inc. website and also for the new Insights that will be published.

## COMPETITORS FEATURES AUDIT

	Vanguard®	S&P Global	Invesco	J.P.Morgan	iShares by BlackRock
Funds Connection	●	●	●	●	●
Recent Insights	●	●	●	●	●
Filter Insights	●	●	●	●	●
Search Insights	●	●	●	●	●
Insights Online Reading	●	●	●	●	●
Insights Charts	●	●	●	●	●
Insights Subscription Form	●	●	●	●	●

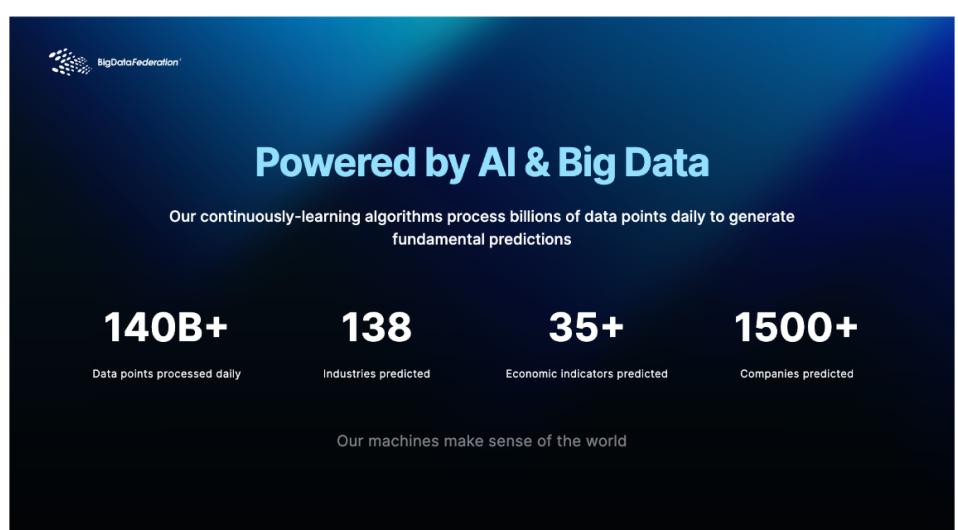
## PRODUCT SITEMAP



# DESIGN RESULTS AND IMPLEMENTATION

**A Modern-day Investing Machine**  
Powered by AI-driven fundamentals predictions

Ultra Blue Capital, LLC (UBC) is an SEC-registered active asset management firm and is wholly owned by Big Data Federation, Inc. Our parent company's home-grown technology engine applies machine-learning algorithms to mass holistic data to predict company, industry, and economic fundamentals together with security price trends. UBC exclusively licenses these signals and proprietary trading algorithms to make investment decisions. These algorithms actively and automatically invest, divest, rebalance, and hedge our assets under management. We believe this systematic trading approach minimizes errors and reduces emotional and irrational influences thereby optimizing and stabilizing returns. Our goal is to unlock alpha to build and protect assets over the long term.



## Our Products

### Private Fund Strategies

Our private fund strategies are constructed using proprietary market correlated and uncorrelated strategies.

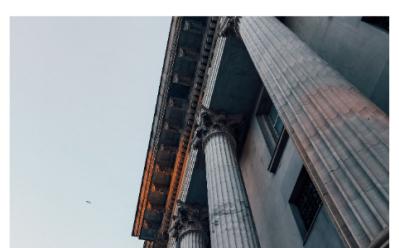
[Learn more](#)

### Exchange-traded Fund Strategy

Our ETF strategy contains a subset of our private fund strategies.

[Learn more](#)

## Insights



How Much Can Banks Push Lending In This Economic Climate?



Passenger Air Travel's Post-Pandemic Takeoff

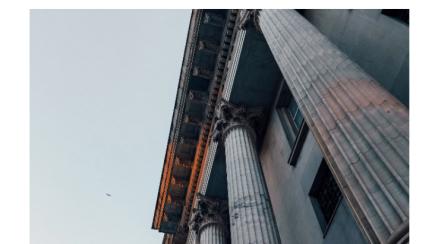


Hotels Welcome Back Guests As Travel Demand Booms

**How Much Can Banks Push Lending In This Econ...**

JUNE 02, 2022

All reports 2022 2021 2020 2019 2018



How Much Can Banks Push Lending In This Economic Climate?

Loans as a % of total assets were just over 49% in May, compared to a preferred loan-to-deposit ratio of 80% ...

May 30, 2022



Passenger Air Travel's Post-Pandemic Takeoff

Leisure travel has almost returned to pre-pandemic norms while revival in the corporate segment was far below ...

May 16, 2022



Hotels Welcome Back Guests As Travel Demand Booms

U.S. hotel revenues registered a March record of \$16B ...

May 03, 2022



Commercial Casinos Build on Blockbuster 2021 Revenues

U.S. commercial casinos registered the highest-grossing February on record, notching \$4.4B ...

April 26, 2022



No Smooth Sailing Ahead for GDP

Slower growth is expected in the first quarter of 2022, our analysis indicates that economic growth will continue throughout the year ...

April 21, 2022



European Union Turns Gaze to U.S. LNG

Surging European interest in U.S. liquefied natural gas exports caused Henry Hub prices to remain elevated in February ...

April 14, 2022

Show more

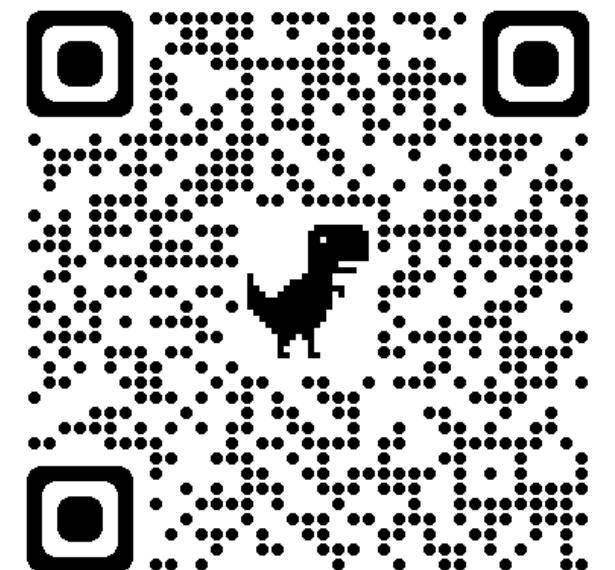
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Full Name

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Products Insights About

## Our Humans and Machines

Ultra Blue Capital, LLC's portfolio is managed by algorithms licensed from UBC's parent company, Big Data Federation, Inc. Click [here](#) to see the team behind the magic.

### Contact us

If you have questions or would like more information on any of our products, please get in touch.






U.S. Office HQ  
1735 Technology Drive, Suite 650  
San Jose, CA 95110  
United States

Submit

By submitting here, I agree to the [Terms & Conditions](#), [Privacy Policy](#),  
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Products Insights About

[Back to Insights](#)

## How Much Can Banks Push Lending In This Economic Climate?

MAY 30, 2022

*Notwithstanding the Federal Reserve's monetary arm flexing, overall lending activity in April continued to rise (+1.2% MoM, +7.3% YoY, +8.5% YoY3) driven by consumer credit card spending, residential real estate loans, and commercial borrowing. Banks prefer a higher loan-to-deposit ratio (80% or more) to enhance revenue, but with such high liquidity on bank balance sheets, loans as a percentage of total assets were just over 49% in May, and only slightly up from pandemic lows of 47%. On the flipside, commercial banks' pandemic-boosted liquidity buffers provide resilience to support credit flows and preserve balance sheet integrity.*

High commodity prices, strong consumer demand, and wage spirals have all contributed to inflation. In a bid to knock this on its head, in April the U.S. central bank raised its benchmark rate by a half-a-percentage point, following a quarter-point increase in March. It has plans for more. With looming rate hikes, banks hoping to deploy stockpiles of liquidity will need to compete aggressively for borrowers.

### Bank Balance Sheet Data

Data	MoM	YoY	YoY3 <sup>1</sup>
30-Year Fixed Rate Mortgage (FRM)	+19%	+62.8%	+20%
Residential Mortgages	+0.9%	+2%	-2.8%
Auto Loans	+0.06%	+8.7%	+21.6%
Credit Card Loans	+3.2%	+16%	+6%
Consumer Loans	+1.9%	+13.4%	+187%
Deposits	-0.5%	+7.3%	+44%
Commercial Mortgages	+1%	+2.9%	+5.3%
Commercial & Industrial (C&I) Loans	+1.7%	+5.8%	+3.9%

Source: [Big Data Federation, Inc.](#)

#### Residential Mortgages

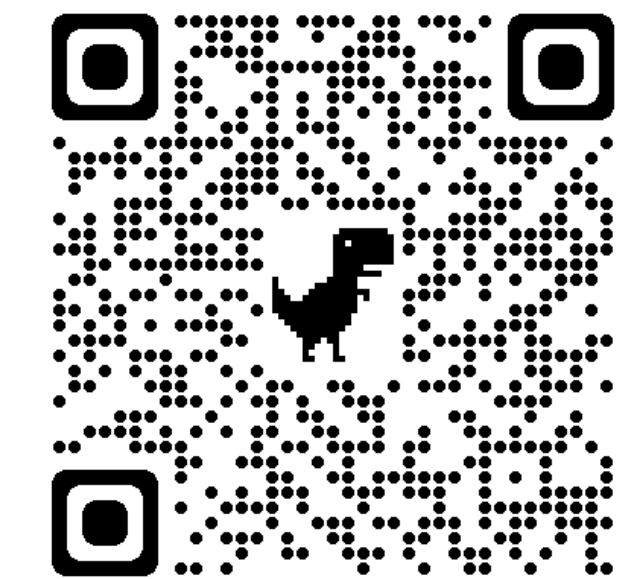
Monetary tightening drove up the 30-Year FRM (+19% MoM) to just shy of 5% (4.98%) in April; slightly higher than FRMs last seen in 2018 (then driven by a healthy economy and prospects of higher inflation). Home mortgage growth has been slowing (+0.9% MoM) and there was a decline in the number of applications to purchase a home (-6.3% MoM; -7.8% YoY3) with average loan size (-0.7% MoM; +34.7% YoY3) reflecting a mixed bag. These trends are continuing in May: -6.1% MoM (-10.5% YoY3) and -2.3% MoM (+32.6% YoY3) to date.

#### Consumer Loans

Consumer credit card loans now exceed pre-pandemic levels (+6% YoY3/+3.2% MoM) and buyers seem to be thinking twice about big-ticket spending, especially on goods. With record-high car prices and rising interest rates, auto loans flat-lined in April (+0.06% MoM) during a season when many people usually use tax-refunds to fund auto purchases. However, services-driven consumer spending on travel and entertainment could persist until the end of summer.

#### Deposits

Consumers have begun spending down their pandemic-built savings (-0.5% MoM). A combination of fewer deposits and depositors pulling out cash led to a decline in commercial banks' cash assets in April (-10% MoM). Of note, these deposits are still significantly higher than pre-pandemic levels (+44% YoY3) and at the current rate of reduction, it would take until the end of 2023 for deposits to fall to amounts last seen three years ago.



Scan the QR Code to see [live](#)



Products Insights About

## Private Fund Strategies

### Systematic Correlated

Long bias strategy based on industry agnostic, U.S.-listed large cap equities

Overlay strategies lead to small and frequent hedged or short-term equities or derivatives exposure

Driven by proprietary short- and long-term fundamental and technical predictions

### Systematic Uncorrelated

Seeks to deliver attractive uncorrelated absolute returns with low standard deviation

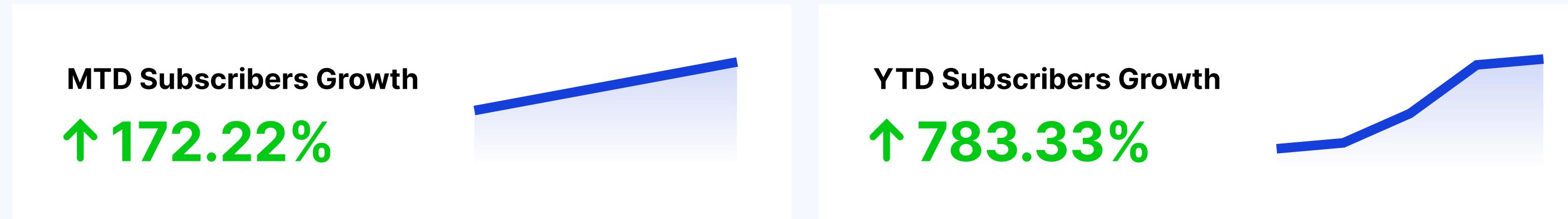
Strategies lead to small and frequent hedged or short-term equities or derivatives exposure

Driven by proprietary short-term fundamental and technical predictions

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The SEC does not endorse Ultra Blue Capital, LLC. Registration as an investment adviser does not imply a level of skill or training.

## The outcome

Since product launch subscribers number is growing constantly and is keep increasing from month to month, last month the product had a 172.22% increase and a total increase year to day of 783.33%.



# (UBCB) Exchange-Traded Fund Responsive Website

## The challenge

The challenge was to create and build a responsive website for the launching of the new actively-managed ETF (UBCB). It should be built and launched on the day of the ETF going live as requirement from advisors and third-party entities. Investors should be able to access all the information and stats regarding the ETF, they should see how ETF is performing, what are the holdings, dividends and also should be able to download all the documents that are required.

## Explore the problems

The Responsive website should be built as one pager in order to approve it faster by third-party entities as they approve every page separately, that's why the design and the implementation should be built based on this criteria. There are some limitations regarding Disclosures which are sent and approved legally by third-party entities and they should have a specific style.

The website change it's data day by day, month by month, quarter by quarter and year by year. Several adjustments to the performance and other data should be taken in consideration when designing the website.

Find the perfect layout to fit everything in pages for Automated Factsheet.

The website should be simple to use, very clear and informative. Website should be user-friendly and responsive. It will have Automated Factsheet and corresponding ETF Holdings.

## Design the product

I've found direct and indirect competitors, researched and explored their solutions and patterns. There were a lot of iterations based on feedback, double-checking in order to have legal approval from third-party entity including other materials like Automated Factsheet and Holdings. I've investigated possible solution for data visualisation and solve the problem of missing data when launched the product and there was not enough data to visualise.

## COMPETITORS FEATURES AUDIT



J.P.Morgan

NAV Historical Change



Performance



Top 10 Holdings



Fund Documents



Sector Allocations



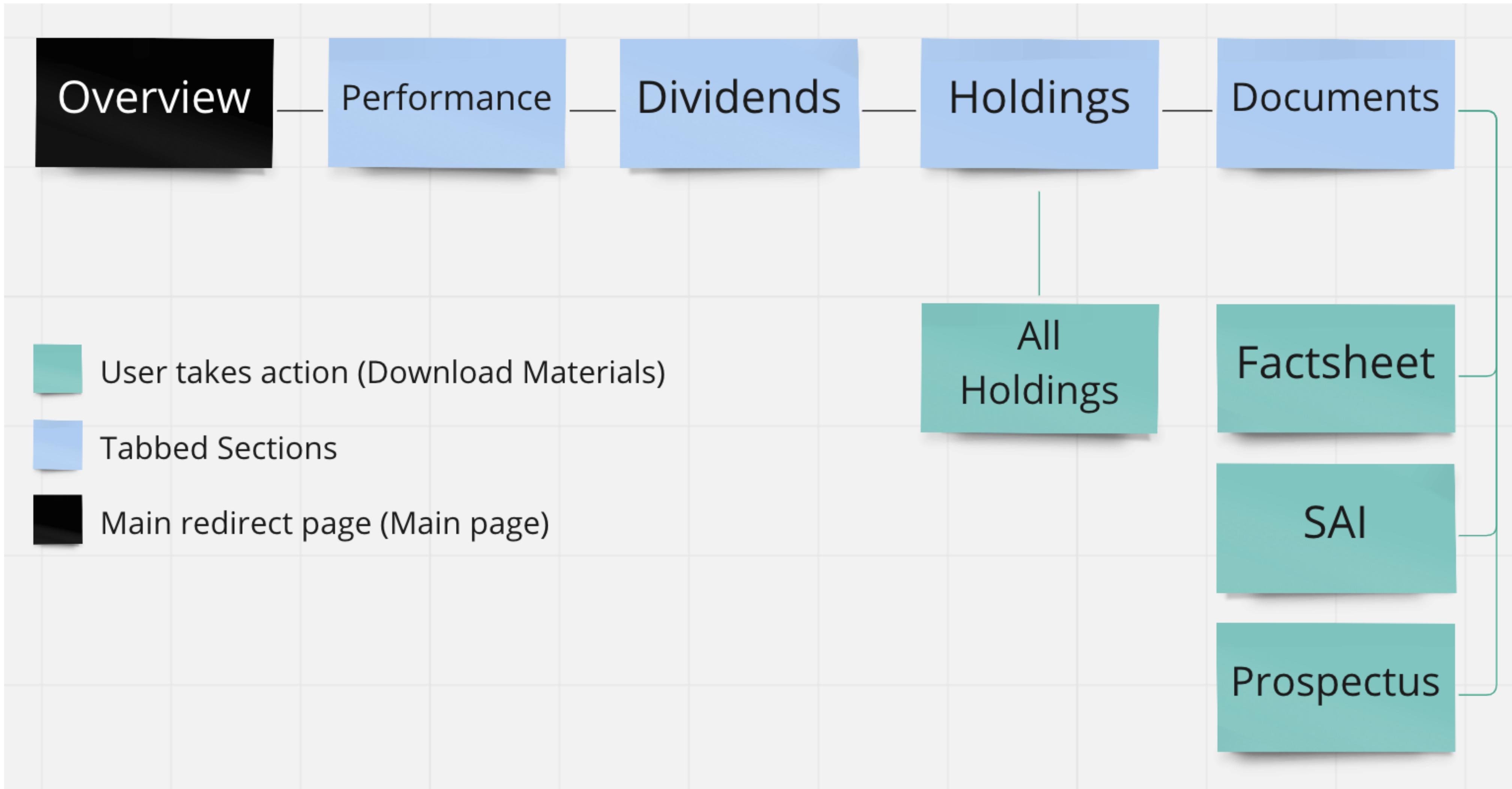
Fund Overview



Growth of Hypothetical Investment



## PRODUCT SITEMAP



# DESIGN RESULTS AND IMPLEMENTATION

**ULTRABLUE™  
CAPITAL**

**UBCB**  
UBC Algorithmic Fundamentals ETF

NAV	<b>\$19.60</b>	Market Price	<b>\$19.52</b>
1 Day NAV Change	<b>+\$0.50</b>	1 Day Market Price Change	<b>+\$0.49</b>
30 Day Median Bid/Ask Spread	<b>0.483%</b>	Premium Discount Percentage	<b>-0.39%</b>

As of July 07, 2022

**Overview**   **Performance**   **Dividends**   **Holdings**   **Documents**

**Fund Objective**

UBC Algorithmic Fundamentals ETF (UBCB) is an actively managed quant Exchange Traded Fund (ETF) that seeks long-term capital appreciation by establishing long positions in both growth- and value-oriented large-cap equities.

**Fund Description**

UBCB uses artificial intelligence (AI) algorithms to help identify profitable U.S. large cap companies with the best predicted expanding fundamentals across multiple sectors. The Fund's systematic investment process is based on rigorous back-testing using large-scale, high-frequency company, industry, economic, and market data. In addition, the investment uses overlay strategies to generate income potential through selling derivatives and applying occasional hedging strategies.

**Fund Details**

As of June 30, 2022

Ticker	UBCB
Fund Type	Active Equity ETF
CUSIP	26923N 884
ISIN	US26923N8847
Primary Exchange	NYSE Arca
Inception Date	12/15/2021
Net Assets	\$1.39 Million
Expense Ratio	0.75%
Number of Holdings	60
Portfolio Manager	Pouya Taaghohi, PhD

Investors should consider the investment objectives, risks, charges and expenses carefully before investing. For a prospectus or summary prospectus with this and other information about the Fund, please call (866) 465-2004 or visit our website at [www.ubc-b.com](http://www.ubc-b.com). Read the prospectus or summary prospectus carefully before investing.

Investing involves risk. Principal loss is possible. The fund is new with no track record for investors to evaluate.

The Fund's performance depends on the skill of the Adviser and proprietary Artificial Intelligence "AI"-driven algorithms, in evaluating, selecting, and monitoring the portfolio. The Fund bears the risk that the quantitative models will not be successful in determining the investments and weightings for the Fund. Models are subject to modifications.

The Fund is non-diversified and may take larger positions in a smaller number of securities or be concentrated a particular sector. The Fund's value could be adversely impacted by factors affecting a limited number of investments than if it were more diversified. The Fund may or may not engage in hedging strategies, including options and short sales. Short sales risk could occur if the market price of a borrowed security increases so that a fund could theoretically suffer a potentially unlimited loss.

There can be no assurance that hedging strategies will be successful in avoiding losses and hedged positions may perform less favorably in generally rising markets than unhedged ones.

The Fund's investments in foreign issues will be through depository receipts. These investments are subject to additional risks, including political and economic risks, currency fluctuations, regulatory and accounting differences which may create more volatility and less liquidity.

Distributed by Foreside Fund Services, LLC.

**Questions**

**ULTRABLUE™  
CAPITAL**

**UBCB**  
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As of July 07, 2022

**Overview**   **Performance**   **Dividends**   **Holdings**   **Documents**

**Performance**

	As of Jul 01, 2022			As of Jun 30, 2022			
	7 Days	30 Days	90 Days	YTD	1Y	3Y	Since inception
NAV	-3.66%	-8.74%	-20.63%	-26.03%	-	-	-25.88%
Market Price	-4.13%	-9.14%	-20.86%	-26.26%	-	-	-26.02%
S&P 500 Index	-2.21%	-6.73%	-15.85%	-20.58%	-	-	-19.63%

The S&P 500 Index (SPX): The S&P 500 Index (SPX), or Standard & Poor's 500 Index, is a market-capitalization-weighted index of 500 leading publicly traded companies in the U.S.

The performance data quoted represents past performance and is no guarantee of future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than the performance data quoted. For the most recent month-end performance, please call (866) 465-2004 or visit the Fund's website at [www.ubc-b.com](http://www.ubc-b.com).

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**Historical NAV and Market Price**

1W 1M 3M 6M **YTD** 1Y 2Y 5Y ALL

— Net Asset Value   — Market Price

**Premium Discount**

Number of Days at	2022	2021	2022 Q3	2022 Q2	2022 Q1	2021 Q4	2021 Q3	2021 Q2	2021 Q1
Premium	53	0	4	26	23	0	-	-	-
NAV	0	1	0	0	0	1	-	-	-
Discount	75	11	0	36	39	11	-	-	-

Premium - The number of trading days the ETF's closing price exceeds its NAV.  
NAV - The number of trading days the ETF's closing price is equal to its NAV. NAV is determined by adding up the value of all the assets in the fund, including assets and cash, subtracting any liabilities, and then dividing that value by the number of outstanding shares in the ETF.  
Discount - The number of trading days the ETF's closing price is below its NAV.

**Performance**

Since: Dec 15, 2021

1W **1M** 3M 6M YTD 1Y 2Y 5Y ALL

— UBCB -5.79%   — S&P 500 Index -6.20%

25%  
20%  
15%  
10%  
5%

Scan the QR Code to see [live](#)

15



## UBCB

UBC Algorithmic Fundamentals ETF

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As of July 07, 2022

Overview

Performance

**Dividends**

Holdings

Documents

### Dividend Schedule

Quarterly

Ex-Date	Record Date	Pay Date	Dividend Paid
12/27/2022	12/28/2022	12/29/2022	-
09/26/2022	09/27/2022	09/28/2022	-
06/24/2022	06/27/2022	06/28/2022	\$0.013205
03/25/2022	03/28/2022	03/29/2022	\$0.022043

*Investors should consider the investment objectives, risks, charges and expenses carefully before investing. For a prospectus or summary prospectus with this and other information about the Fund, please call (866) 465-2004 or visit our website at www.ubc-b.com. Read the prospectus or summary prospectus carefully before investing.*

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## UBCB

UBC Algorithmic Fundamentals ETF

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As of July 07, 2022

Overview

Performance

Dividends

**Holdings**

Documents

### Top 10 Holdings

Daily (As of July 07, 2022)

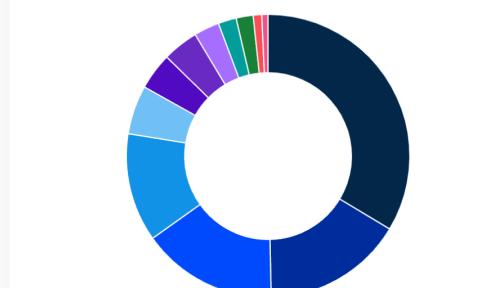
[Download All Holdings](#)

#	Ticker	Company	CUSIP	Shares	Weight (%)
1	AAPL	APPLE INC.	037833100	1,434	14.28%
2		CASH AND CASH EQUIVALENTS		190,444	12.96%
3	MSFT	MICROSOFT CORP	594918104	662	12.09%
4	GOOGL	ALPHABET INC - CLASS A	02079K305	59	9.54%
5	AMZN	AMAZON.COM INC.	023135106	896	7.09%
6	TSLA	TESLA INC	88160R101	89	4.44%
7	META	META PLATFORMS INC	30303M102	269	3.15%
8	NVDA	NVIDIA CORP	67066G104	248	2.68%
9	PEP	PEPSICO INC.	713448108	135	1.56%
10	COST	COSTCO WHOLESALE CORP.	22160K105	44	1.48%

Total Top 10 Weighting: 69.27%

Holdings are subject to change without notice

### Sector Allocation



Due to rounding, values may not total 100%.



## UBCB

UBC Algorithmic Fundamentals ETF

NAV	<b>\$19.60</b>	Market Price	<b>\$19.52</b>
1 Day NAV Change	<b>+\$0.50</b>	1 Day Market Price Change	<b>+\$0.49</b>
30 Day Median Bid/Ask Spread	<b>0.483%</b>	Premium Discount Percentage	<b>-0.39%</b>

As of July 07, 2022

Overview

Performance

Dividends

Holdings

**Documents**

### Documents

- [Fact Sheet](#)
- [Prospectus](#)
- [SAI](#)

*Investors should consider the investment objectives, risks, charges and expenses carefully before investing. For a prospectus or summary prospectus with this and other information about the Fund, please call (866) 465-2004 or visit our website at www.ubc-b.com. Read the prospectus or summary prospectus carefully before investing.*

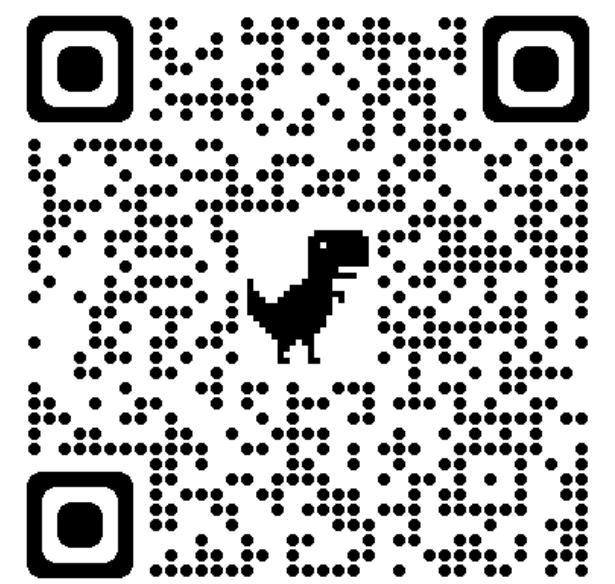
**Investing involves risk. Principal loss is possible.** The fund is new with no track record for investors to evaluate.

The Fund's performance depends on the skill of the Adviser and proprietary Artificial Intelligence "AI"-driven algorithms, in evaluating, selecting, and monitoring the portfolio. The Fund bears the risk that the quantitative models will not be successful in determining the investments and weightings for the Fund. Models are subject to modifications.

The Fund is non-diversified and may take larger positions in a smaller number of securities or be concentrated in a particular sector. The Fund's value could be adversely impacted by factors affecting a limited number of investments than if it were more diversified. The Fund may or may not engage in hedging strategies, including options and short sales. Short sales risk could occur if the market price of a borrowed security increases so that a fund could theoretically suffer a potentially unlimited loss.

There can be no assurance that hedging strategies will be successful in avoiding losses and hedged positions may perform less favorably in generally rising markets than unhedged ones.

? Questions



Scan the QR Code to see [live](#)

**UBCB**  
UBC Algorithmic Fundamentals ETF

Information as of 06/30/2022

#### About the Fund

UBC Algorithmic Fundamentals ETF (UBCB) is an actively managed quant Exchange Traded Fund (ETF) that seeks long-term capital appreciation by establishing long positions in both growth- and value-oriented large-cap equities.

#### Fund Description

UBCB uses artificial intelligence (AI) algorithms to help identify profitable U.S. large cap companies with the best predicted expanding fundamentals across multiple sectors. The Fund's systematic investment process is based on rigorous back-testing using large-scale, high-frequency company, industry, economic, and market data. In addition, the investment uses overlay strategies to generate income potential through selling derivatives and applying occasional hedging strategies.

#### Fund Facts

As of June 30, 2022

Ticker	UBCB
Fund Type	Active Equity ETF
CUSIP	26923N 884
ISIN	US26923N8847
Primary Exchange	NYSE Arca
Inception Date	12/15/2021
Net Assets	\$1.39 Million
Expense Ratio	0.75%
Number of Holdings	60
Portfolio Manager	Pouya Taaghob, PhD

#### Performance

	As of date June 30, 2022		As of date June 30, 2022			
	30 Days	90 Days	YTD	1Y	3Y	Since Inception
NAV	-10.09%	-21.35%	-26.03%	-	-	-25.88%
Market Price	-10.31%	-21.48%	-26.28%	-	-	-26.02%
S&P 500 Index	-8.39%	-16.73%	-20.58%	-	-	-19.63%

**The S&P 500 Index (SPX):** The S&P 500 Index (SPX), or Standard & Poor's 500 Index, is a market-capitalization-weighted index of 500 leading publicly traded companies in the U.S.

The performance data quoted represents past performance and is no guarantee of future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than the performance data quoted. For the most recent month-end performance, please call (866) 465-2004 or visit the Fund's website at [www.ubc-b.com](http://www.ubc-b.com).

Shares are bought and sold at market price not net asset value (NAV). Market price returns are based upon the closing composite market price and do not represent the returns you would receive if you traded shares at other times.

#### Top 10 Holdings

As of June 30, 2022

Name	Weight
1 AAPL	13.71%
2 MSFT	11.93%
3 GOOGL	8.78%
4 AMZN	6.68%
5 CASH AND CASH EQUIVALENTS	4.82%
6 TSLA	4.31%
7 META	4.02%
8 SPY US D0/16/22 C378	3.99%
9 NVDA	3.67%
10 PEP	2.33%

Total Top 10 Weighting: 64.24%

Holdings are subject to change without notice

As of June 30, 2022



Information Technology	39.05%
Communication Services	17.53%
Consumer Discretionary	15.98%
Consumer Staples	11.43%
Cash	5.03%
Industrials	4.09%
Health Care	3.50%
Energy	2.88%
Utilities	2.18%
Financials	1.69%
Materials	1.40%

**UBCB**  
UBC Algorithmic Fundamentals ETF

Information as of 06/30/2022

#### Risk & Other Information

Investors should consider the investment objectives, risks, charges and expenses carefully before investing. For a prospectus or summary prospectus with this and other information about the Fund, please call (866) 465-2004 or visit our website at [www.ubc-b.com](http://www.ubc-b.com). Read the prospectus or summary prospectus carefully before investing.

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The Fund's investments in foreign issuers will be through depository receipts. These investments are subject to additional risks, including political and economic risks, currency fluctuations, regulatory and accounting differences which may create more volatility and less liquidity.

Distributed by Foreside Fund Services, LLC.



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# Digital Signage

## The challenge

The challenge was to create and build a dynamic, animated and responsive presentation for TV screens and for Desktop. The main idea behind this is that this presentation will be shown in HQ Office in San Francisco in the waiting room and conference room for potential investors and visitors in order for them to have a better understanding and a quick look to the products that Big Data Federation, Inc. are developing. Also this presentation will be an asset and will be shown on public conferences as a placeholder on TV.

## Explore the problems

The data is dynamic and is coming from Admin panel and also from Database which is connected to an external API in order to get relevant data regarding working processes at Big Data Federation, Inc.

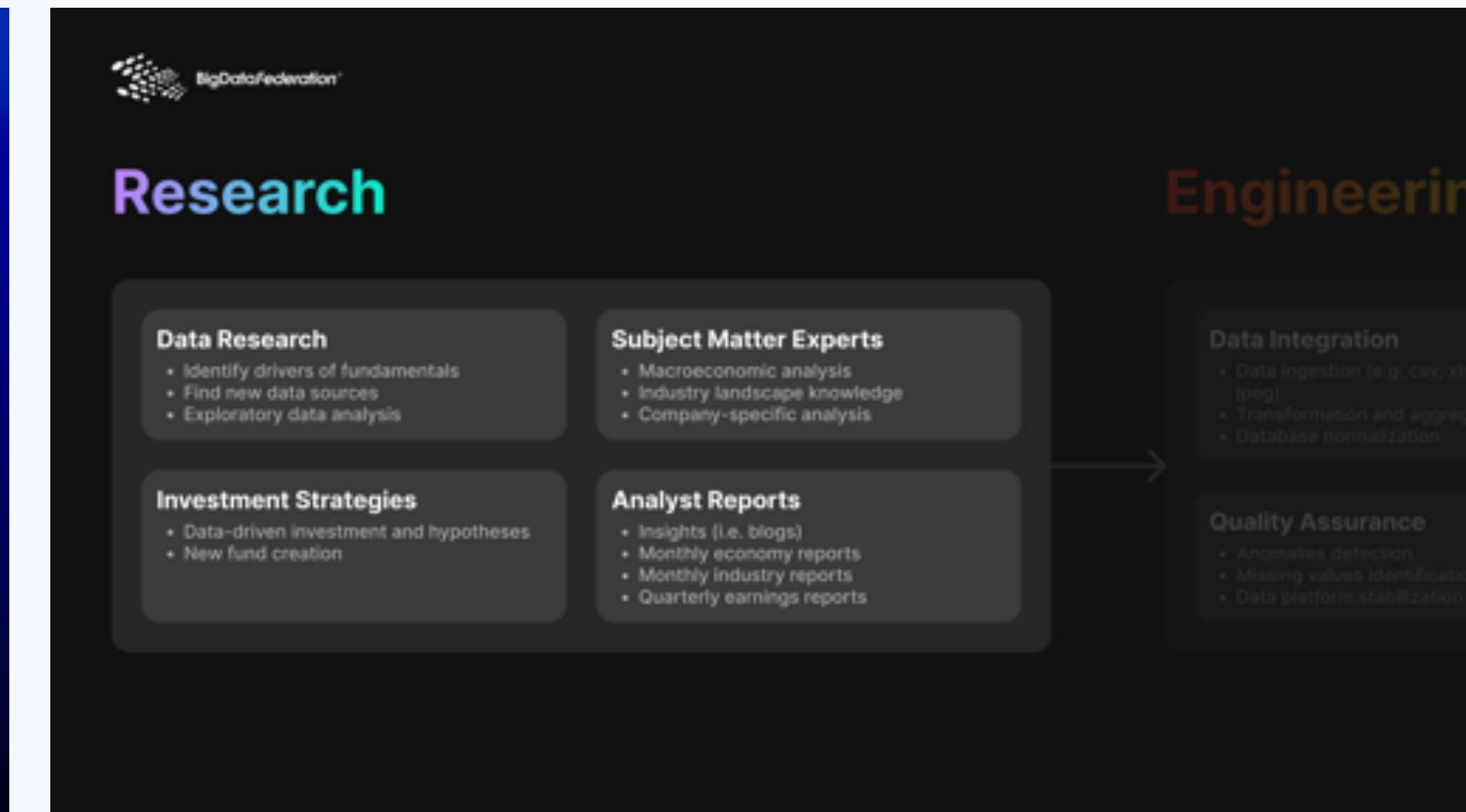
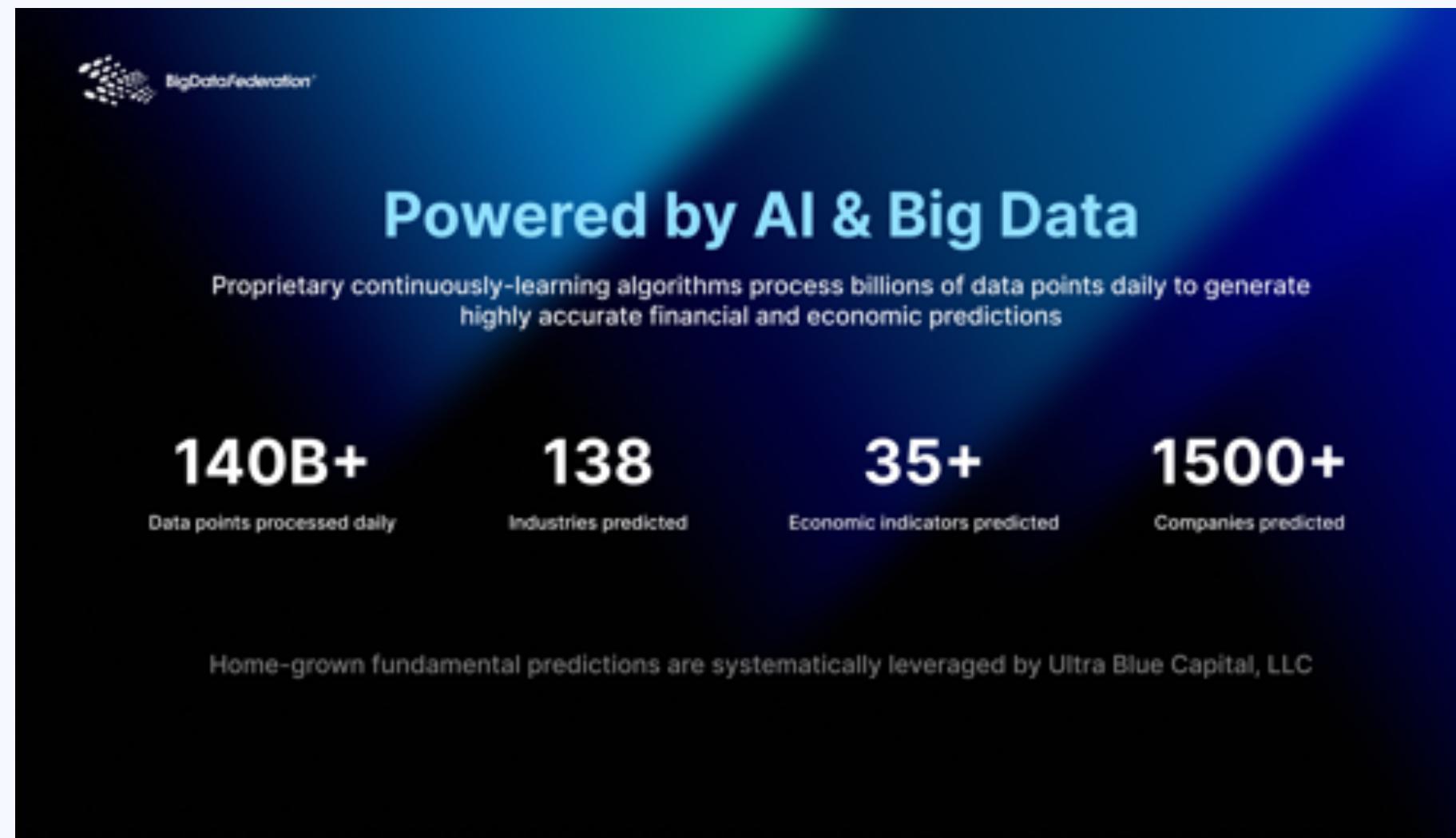
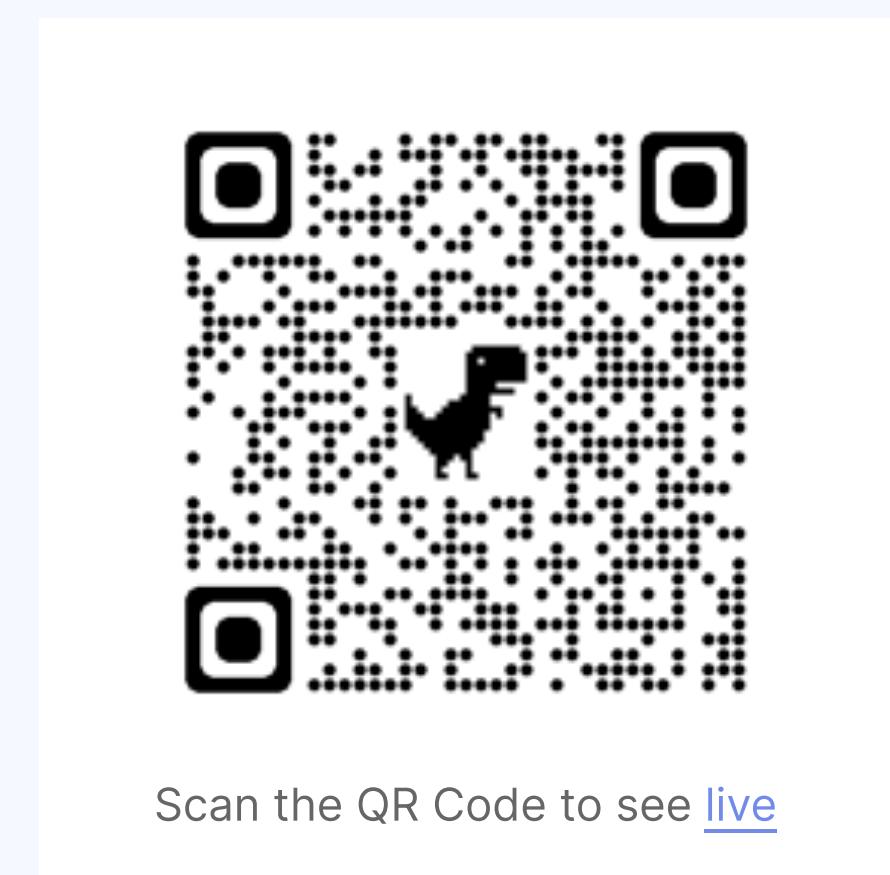
It should work on different type of platforms and displays with different resolution so it must be scalable based on screen resolution. Also it should be accessible as this is a presentation on a TV and several guidelines should be applied in order to offer the best watching and reading experience.

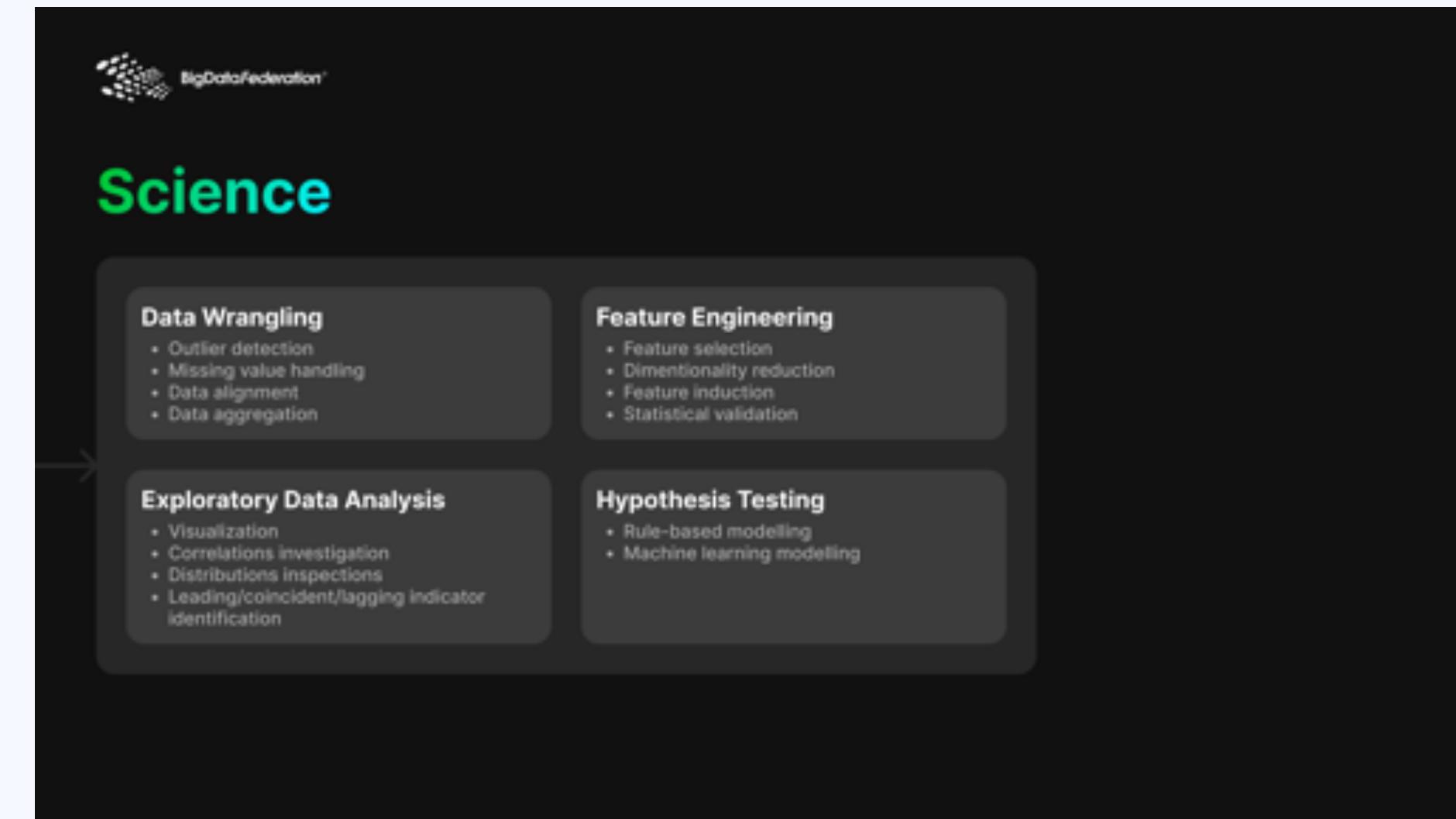
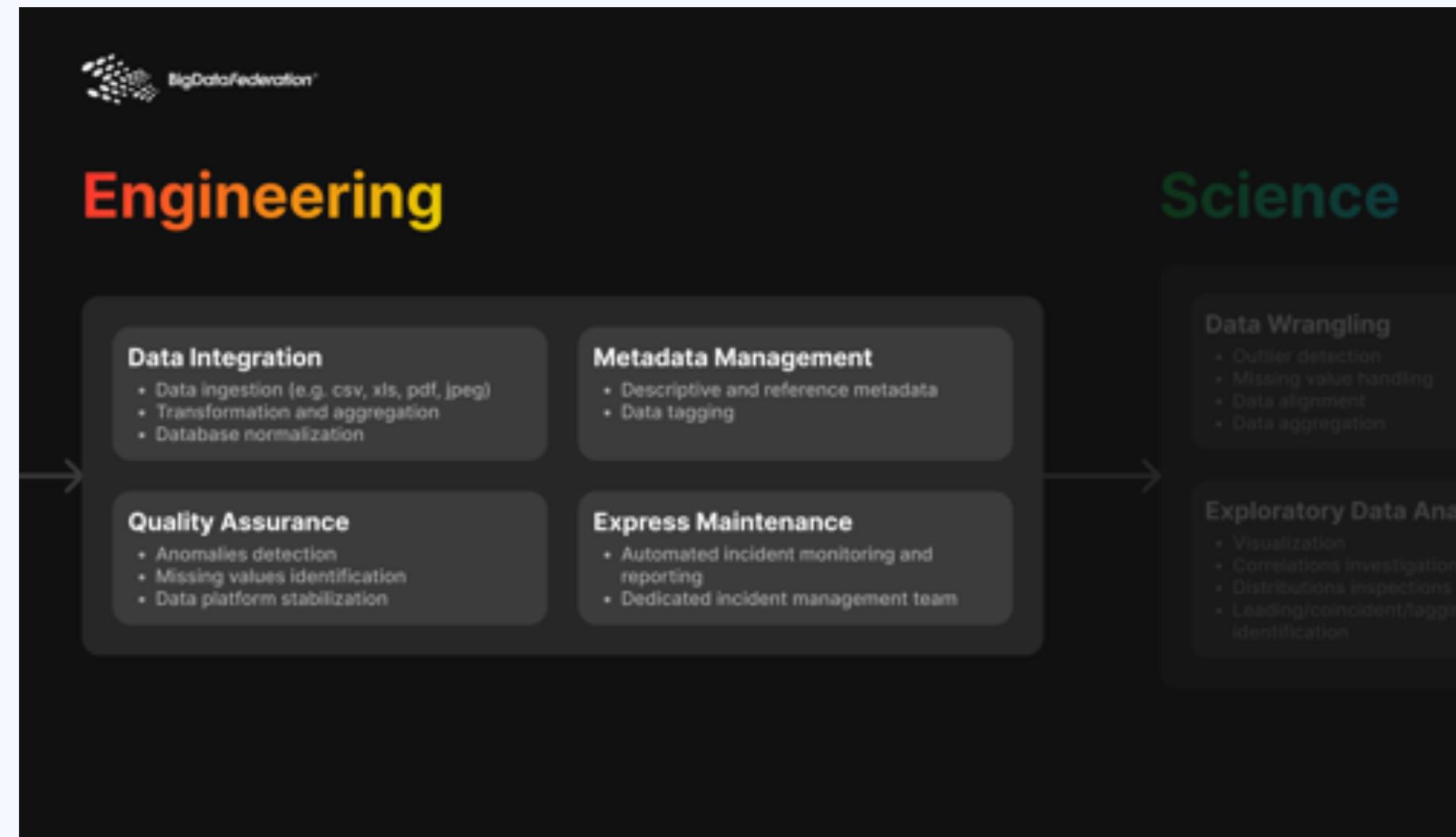
Presentation slides transitions will be animated, but the problem is that every slide have different amount of content so the reading and watching speed is different.

## Design the product

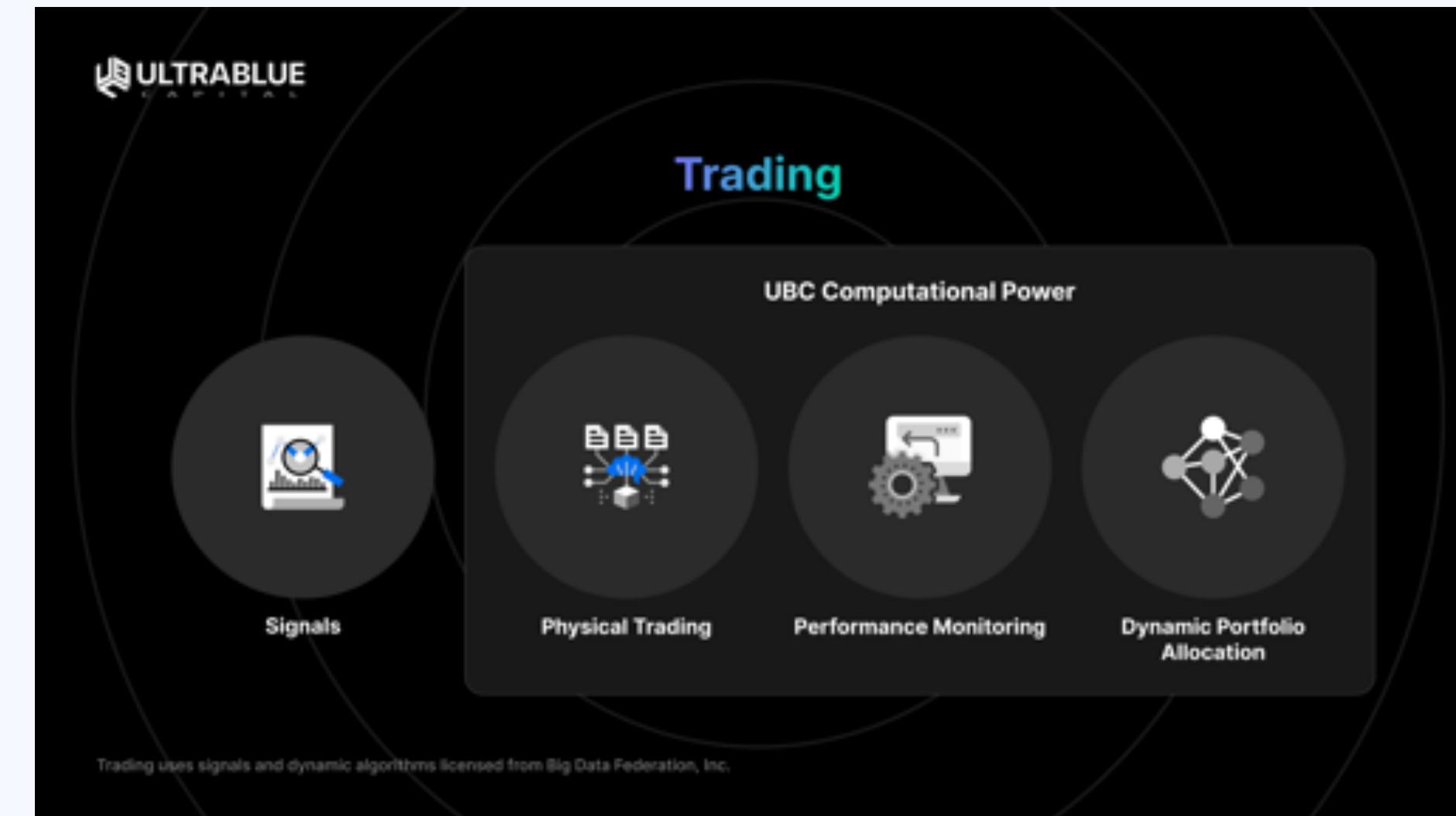
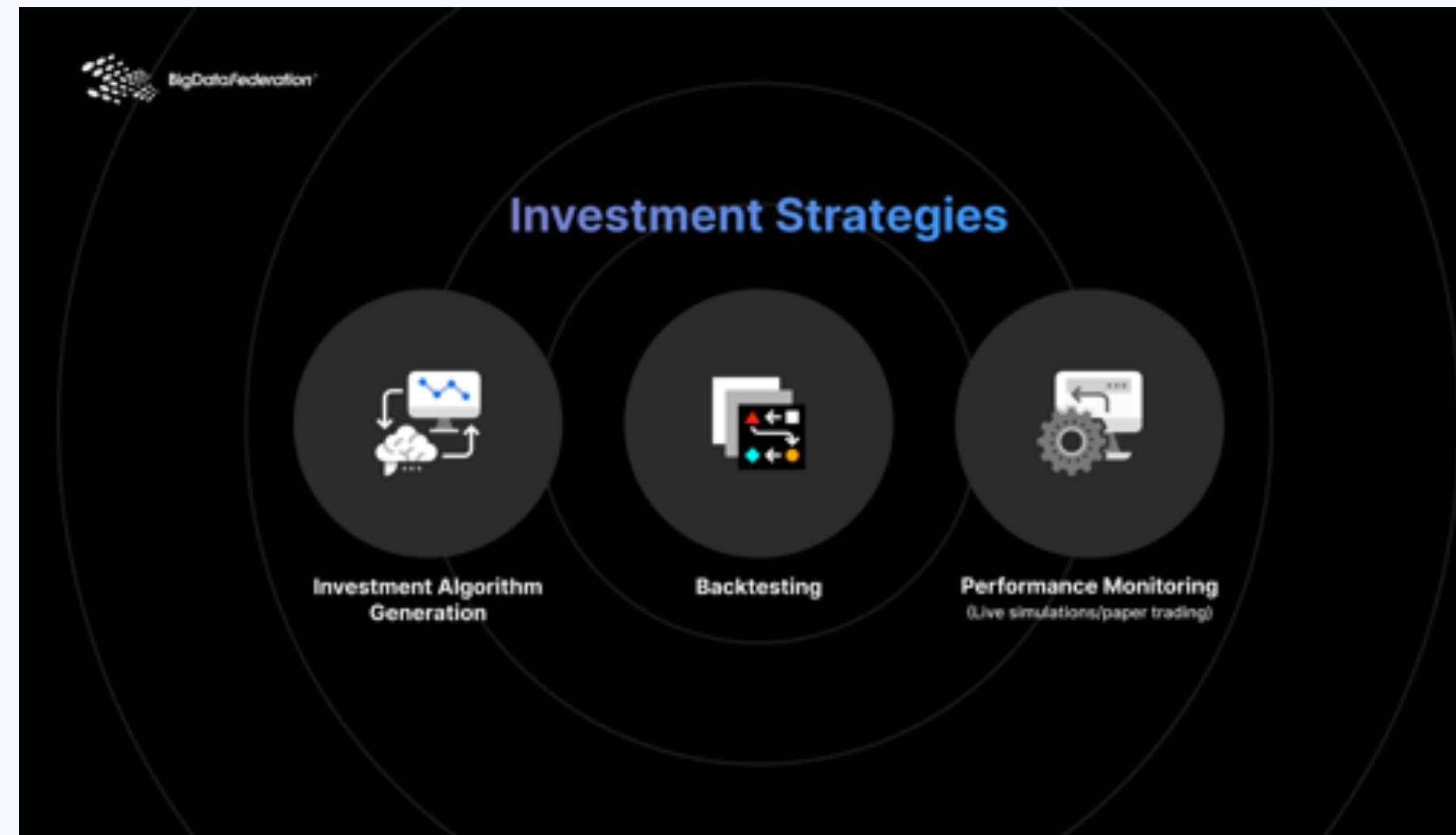
I've researched different TV app and presentations guidelines for the visual design part. Also found and proposed the solution to make it cross-platform presentation by making it a web application that can run Full-Screen, in that way the presentation will work on every type of SMART TV with a Internet Browser Client. Also I've took in consideration the fact that it should be scalable based on resolution, so the design was built on a default resolution (4K with an aspect ratio of 16:9) the scalability will be provided based on % using the CSS styling classes and tricks to lock the aspect ratio to 16:9. We've made the transition duration customizable in order for each slide to be adaptable to its content length and visual components.

## DESIGN RESULTS AND IMPLEMENTATION





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**PROPRIETARY INSIGHTS**

## Industry Update: Natural Gas – February 2022

APRIL 14, 2022

In the run-up to Russia's invasion of Ukraine in February, Henry Hub natural gas spot prices – the benchmark for U.S. natural gas – climbed higher (+7.0% MoM) as Europe shifted towards using U ...

Provided by Big Data Federation, Inc., parent company of Ultra Blue Capital, LLC

**PROPRIETARY INSIGHTS**

## Post-Pandemic Renaissance of Equity REITs

DECEMBER 21, 2021

Publicly traded real estate investment trusts (REITs) must distribute at least 90% of taxable income as dividends. REITs provide individuals an opportunity to invest across diverse property types. REITs can be ...

Provided by Big Data Federation, Inc., parent company of Ultra Blue Capital, LLC



United States

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Chisinau, Republic of Moldova

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Stefan cel Mare si Sfant Boulevard 73/1

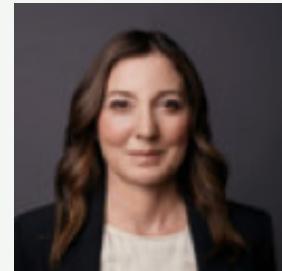


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# Thanks!

## Please take some time to learn more about me

Product Designer with 5+ years of experience, worked for small startups and small companies willing to develop Minimum Viable Products in a short period of time, in order to be released faster on the market so data and user feedback can be collected early. Being the single Designer in several teams, I've become shortly a Design Generalist and took the Lean UX Framework as my main Design Process.



### Tessa Westbrook

Chief Strategy Officer at Big Data Federation, Inc. - Tessa managed Vasile directly

Worked for small startups and small companies willing to develop Minimum Viable Products in a short period of time, in order to be released faster on the market so we can collect data and user feedback. Being the single Designer in several teams, I've become shortly a Design Generalist and took the Lean UX Framework as my main Design Process.



### Valentin Bragaru

CEO at Readcast SRL - Valentin managed Vasile directly

During our time together at Readcast, Vasile displayed great talents in User Experience and User Interface design. In addition to UI/UX Vasile showed a high quality of slicing screens in a record of time. His understanding of Project Management grew far more than that of his peers and I think he has a big potential in managing teams and projects.

His can-do attitude and team-building skills were also necessary and valued not just by myself, but by the whole team, who often relied on him to get the job done.



### Felix Machlis

Felix was Vasile's client

Vasile is a great UX/UI expert who always delivers incredible results. I worked with him on multiple projects and it's always a real pleasure to work with him. He has an excellent eye for design, great communication skills and is very diligent and fast - which is exactly what we need.

*These testimonials were taken from my personal LinkedIn profile*

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