

Start-Up Proposal

1 Executive Summary

1.1 Concept

Our revolutionary trading platform democratizes modern-day trading tools for programmers and non-programmers, offering seamless algo trading, backtesting, paper trading for programmers, and AI tools for non-programmers to convert trading ideas into code effortlessly.

1.2 Mission and Vision

- **Mission:** Empowering traders of all backgrounds to harness the power of advanced trading tools, fostering innovation and inclusivity in the financial markets.
- **Vision:** To be the go-to platform for traders, bridging the gap between programming and trading, while pioneering accessible AI tools for algorithmic trading.

1.3 Current Status

Currently, we are in the development phase, targeting a demo prototype by the end of the first week of January 2024. A sample of how the demo platform might look can be seen in Fig. 1.

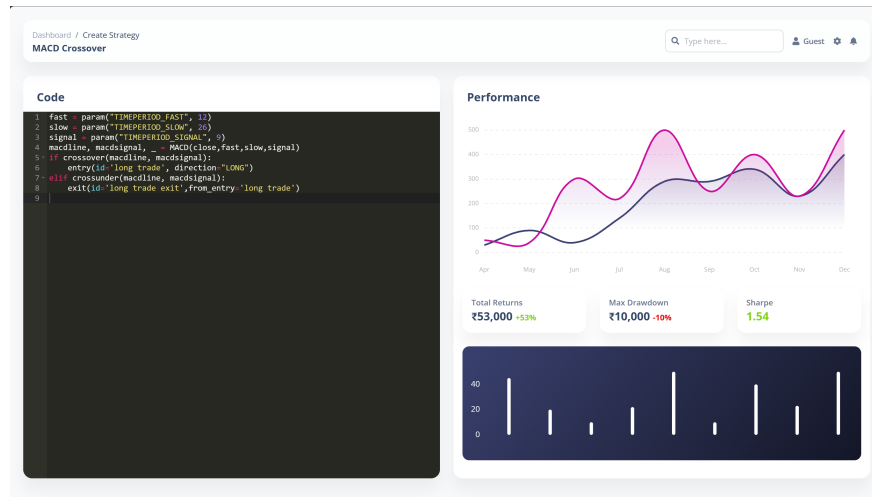


Figure 1: The strategy creation page of our platform

2 Business Description

2.1 Overview

Our start-up shall offer a comprehensive trading platform that caters to both programmers and non-programmers. For programmers, it provides seamless algorithmic trading, backtesting, and paper trading, filling a gap in the current Indian market. Non-programmers benefit from AI tools that translate trading ideas into code.

2.2 Market Opportunity

With the increasing interest in algorithmic trading, our platform addresses a growing market demand for accessible tools. The platform's unique AI feature taps into a segment of traders who may not have coding skills but possess valuable trading insights.

3 Product Features

3.1 Description

3.1.1 Algorithmic Trading for Programmers

- Seamless algorithmic trading with real-time execution capabilities.
- Algo backtesting and paper trading for strategy refinement.

3.1.2 AI Tools for Non-Programmers

- Intuitive tools for converting trading ideas into code.
- Time-saving features allowing traders to focus on strategy development.

4 Unique Features

- **Live Portfolio Optimization:** Real-time portfolio optimization based on market conditions and user preferences.
- **Accessible Programming Language:** User-friendly programming language to accommodate both experienced coders and non-programmers.
- **High Performance:** Cutting-edge technology for fast and reliable algorithmic trading execution.
- **Custom Generative AI:** AI tools evolve to understand user preferences and generate increasingly efficient and personalized code.

5 Market Analysis

5.1 Industry Overview

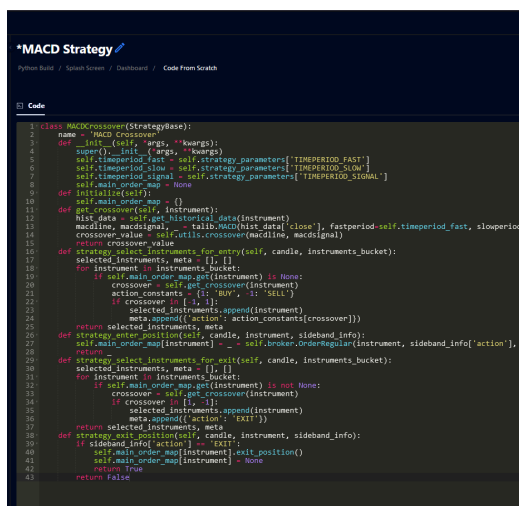
In the rapidly evolving landscape of the algorithmic trading industry, there exists a pressing need for accessible tools tailored to both programmers and non-programmers, revealing a noticeable gap in the Indian market.

5.2 Target Market

Traders of all levels, from novice to expert, from programmers to non-programmers, seeking efficient and user-friendly trading tools are the target audience for our product.

5.3 Competitor Analysis

While some competitors in the Indian Market do provide options similar to what we propose for traders equipped with the knowledge of programming, their platforms are much harder to use and completely ignore the requirements of the majority of traders. Moreover, none of these platforms offer any sort of solutions for people who don't have any prior experience of coding.



The screenshot shows a code editor titled "MACD Strategy" on the AlgoBulls platform. The code is a full MACD crossover strategy implementation in Python, including parameter initialization, data fetching, signal calculation, and order execution logic. The code is 43 lines long and is displayed in a dark-themed editor.

(a) AlgoBulls Platform



The screenshot shows a simplified interface titled "MACD Strategy" on "Our Platform". It features a search bar and a "Code" section with a simplified version of the MACD strategy logic. The code is 8 lines long and is displayed in a light-themed editor.

(b) Our Platform

Figure 2: MACD Strategy on competitor's platform versus our platform

One of the leading solutions in the market right now is AlgoBulls. As can be seen in Fig. 2, our platform is significantly easier to use than these existing solutions.

6 Operations Plan

6.1 Business Model

- Revenue generated through subscription plans for premium features and a percentage of profits from live algo trading.
- Continuous development and updates to maintain competitiveness.

Our platform aims to revolutionize the trading landscape, making advanced tools accessible to all and fostering a community of innovative and informed traders. Join us on the journey to democratize trading expertise!