

## **Team Cash Cow**

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**Product Name:** Candle Coach

**Problem:** Lack of beginner-friendly platform to learn elementary trading strategies

**Solution:** Beginner-friendly platform for new traders to learn more about trading indicators, trading vocabulary and how to effectively utilize them to create trading strategies

### **Features:**

1. User-friendly UI for learners to create their own trading strategies through block based pseudocode.
2. Tutorials for various indicators like the MA, EMA, Bollinger Bands, RSI, Zigzag, Schaff Trend Cycle, MACD, Disparity Index, Forecasting models, etc. Advance indicators unlock as the student progresses through the platform.
3. The platform also provides an introduction to trading vocabulary such as Support, Resistance, Center of Gravity, Oscillators, Greeks, etc.
4. Simulation functionality for learners to test out self-created trading strategies on real-time and historical stock market data.
5. Gamification - point/tier system where players can unlock more advanced and sophisticated indicators when they "level up".
6. Teaching guidelines and tips for learners.
7. Ability to run strategies on real time data and earn REAL money as a reward for completing the program.

### **Value created:**

1. Ability to educate youths on basics of technical analysis and risk-based investment.
2. Ability to educate less tech-savvy traders on basic usage of trading indicators to create trading strategies.
3. Ability of gamification strategy to entice learners into learning more through triggering real, powerful human emotions eg. happiness, excitement, competitive behaviour
4. Headhunting possibility for quantitative finance firms to scout for talent