

# QuanticFX Ltd Business Plan

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# 1. Executive Summary

**\*\*Executive Summary\*\***

QuanticFX Ltd is a UK-based SaaS company incorporated on 3 December 2024, operating from London. Specializing in forex trading, IT consultancy, and trading education, QuanticFX integrates financial markets with technical and educational services. This unique combination offers holistic support to traders and businesses, emphasizing personalized service under UK regulatory clarity.

The SaaS industry in Great Britain presents a significant market opportunity, valued at £4.5 billion, with an annual growth rate of 8.2% according to ONS data (2025). QuanticFX aims to capitalize on this evolving market by delivering innovative, integrative solutions for financial market participants and enterprises.

Financial forecasts depict QuanticFX's initial trajectory, with Year 1 revenue estimated at £30,000, as detailed in the FINANCIAL\_PACK. Although initial financials project a net profit of -£92,400 for the first year, the company's unique value proposition and growing market presence position it for future stabilization and growth.

QuanticFX's strategic advantage lies in its ability to offer integrated, multidisciplinary services, catering to both the trading and technical needs of its clients. This approach, along with the company's agility and commitment to UK-based legitimacy, distinguishes QuanticFX from competitors in an industry marked by large, impersonal entities.

## 2. Company Overview

**### Company Overview**

QuanticFX Ltd is at the forefront of innovation within the UK's SaaS industry, having been incorporated on 3 December 2024 under company number 16115637. Located in the bustling financial district of London at 128 City Road, EC1V 2NX, QuanticFX combines the dynamic fields of forex trading, IT consultancy, and trading education. This unique integration positions QuanticFX as a holistic service provider, offering not just trading capabilities but also the technical and educational support necessary for clients to thrive.

QuanticFX's mission is to empower traders and businesses with comprehensive market solutions and knowledge, enhancing their financial outcomes and operational efficiencies. The company envisions a future where financial trading is seamlessly integrated with IT

capabilities and educational resources, benefiting clients across sectors from forex trading to broader technological applications.

Structurally, QuanticFX operates as a UK-based private limited company, ensuring transparency and adherence to rigorous regulatory standards, thereby establishing trust with its clients. With a focus on providing personalised service and leveraging new-entrant agility, QuanticFX distinguishes itself from larger, impersonal competitors, appealing particularly to forex traders, educators, investors, and influencers, as noted in the INTAKE\_DATA.

### 3. Products Services

#### **\*\*Products and Services\*\***

QuanticFX Ltd., based in London, specializes in a triad of services—forex trading, IT consultancy, and trading education—catering to a diverse clientele in the UK SaaS market, which is estimated at £4.5 billion (ONS, 2025). With an innovative approach, QuanticFX merges financial markets expertise with technical insight and educational support, creating a comprehensive package for traders and investors alike.

#### **\*\*Offerings:\*\***

- **\*\*Forex Trading Services:\*\*** QuanticFX provides advanced forex trading solutions, integrating cutting-edge strategies for optimal market performance.
- **\*\*IT Consultancy:\*\*** Leveraging their expertise in technology, QuanticFX aids in the development and maintenance of robust trading platforms and business systems.
- **\*\*Trading Education:\*\*** Through tailored programs, clients receive in-depth training designed to enhance their trading acumen and technical skills.

#### **\*\*Features and Benefits:\*\***

- **\*\*Integrated Approach:\*\*** By combining these services, QuanticFX ensures clients receive not only trading signals but the support necessary to implement and understand them.
- **\*\*Holistic Support:\*\*** Clients benefit from a one-stop solution that addresses both financial and technical needs, enhancing operational efficiency.
- **\*\*Personalised Service:\*\*** As a micro-enterprise, QuanticFX offers personalised attention, ensuring client-specific problem-solving.

#### **\*\*Pricing Strategy:\*\***

- Revenue is derived via product sales, capitalizing on a unit price of £49.99

(INTAKE\_DATA). This strategy is designed to attract a broad customer base while maintaining a competitive edge in a market growing at 8.2% annually (ONS, 2025).

QuanticFX's blend of forex expertise, technical consultancy, and educational services positions it uniquely, promising agility and a personalised experience for its clients.

## 4. Market Analysis

### **\*\*Market Analysis\*\***

The UK Software as a Service (SaaS) industry represents a lucrative opportunity for businesses like QuanticFX Ltd. With a market size valued at £4.5 billion, according to ONS data (2025), this sector provides a significant foundation for growth and innovation. The industry's robust annual growth rate of 8.2%, also reported by the ONS (2025), underscores the increasing demand for SaaS solutions in various domains, including financial technologies.

QuanticFX Ltd. targets a niche segment within this market that leverages its integrated approach to forex trading, IT consultancy, and education. The firm aims to attract Forex traders, educators, investors, and influencers, offering them a comprehensive suite of services that goes beyond mere trading signals. This integrated service model positions QuanticFX uniquely to support the broader needs of its target customers both in the financial and technical realms.

The competitive landscape, characterized by an estimated 1,250 competitors in the UK (SERP API), poses both challenges and opportunities. As a new entrant, QuanticFX plans to capitalize on its agility, personalized service, and legitimacy by being a UK-incorporated entity. These strengths are particularly appealing in a market where smaller, flexible companies can deliver bespoke services that larger firms may overlook.

Market dynamics are increasingly shaped by technological advancements and the growing sophistication of end-users who demand more integrated and responsive solutions. QuanticFX's holistic approach aligns well with these trends, allowing it to cater to evolving customer preferences and capture a share of the expanding market.

By strategically capitalizing on these market dynamics and leveraging its unique value proposition, QuanticFX is poised to establish a strong foothold in the competitive SaaS industry in the UK.

## 5. Competitive Analysis

### ## Competitive Analysis

QuanticFX Ltd operates in the UK SaaS market, which is currently valued at £4.5 billion according to ONS data (2025)

[source](https://www.ons.gov.uk/businessindustryandtrade/retailindustry). Within this competitive landscape, QuanticFX distinguishes itself by integrating forex trading services with IT consultancy and educational offerings. This strategic blend allows the company to address multiple customer needs under one roof, thereby enhancing its appeal among Forex traders, educators, investors, and influencers.

A noteworthy aspect of the competitive landscape is the estimated presence of approximately 1,250 competitors in the market, based on data retrieved from SERP API. However, no specific details on top competitors are available from these sources. Despite the crowded field, QuanticFX leverages its micro-sized status to offer agility and personalized service, a stark contrast to larger, more impersonal firms.

QuanticFX's unique value proposition includes providing holistic support that combines financial market strategies with IT infrastructure solutions, thus positioning itself as a multifaceted service provider. The company's UK-based incorporation adds a layer of transparency and regulatory reassurance, setting it apart from offshore competitors.

In terms of differentiation, QuanticFX's expertise in both trading and technical consultation, backed by an educational framework, underscores its positioning as an integrated service entity. This unique combination not only enhances customer trust but also attracts clients seeking comprehensive solutions in the financial and technological domains.

## 6. Marketing Strategy

### \*\*Marketing Strategy for QuanticFX Ltd\*\*

#### \*\*Customer Acquisition Channels:\*\*

QuanticFX Ltd will primarily utilize digital platforms for customer acquisition, leveraging targeted online advertising campaigns across search engines and social media to reach Forex traders, educators, and investors. Given the firm's location in London, local digital networks and forums will also be pivotal in growing the brand's presence. Additionally,

partnerships with financial influencers and educational platforms will facilitate organic reach, enhancing credibility among targeted demographics.

#### **\*\*Pricing Strategy:\*\***

The firm will employ a competitive pricing approach with its integrated services. At £49.99 per unit (source: INTAKE\_DATA), QuanticFX will position itself strategically to appeal to cost-conscious traders looking for value-filled packages that integrate Forex trading, IT consultancy, and educational resources. This pricing strategy aims to attract new market entrants while maintaining profitability margins, as indicated by a 65% gross margin percentage (source: FINANCIAL\_PACK).

#### **\*\*Promotional Tactics:\*\***

QuanticFX will implement a mix of organic and paid promotional tactics. Content marketing, including blogs and webinars that provide informative insights into Forex trading and IT consultancy, will establish the brand's expertise. Special introductory offers and referral bonuses will incentivize initial engagements and encourage word-of-mouth growth among peers in trading circles.

#### **\*\*Sales Approach:\*\***

The sales strategy will focus on personalisation and relationship building. Direct interactions with potential clients through custom consultation sessions will help address specific financial-market and technical needs, reinforcing the unique value proposition of integrated services (source: INTAKE\_DATA). The agile and responsive nature of QuanticFX's operations will be highlighted to distinguish the firm from larger, less personal competitors.

## **7. Operations Plan**

#### **\*\*Operations Plan\*\***

QuanticFX Ltd is strategically located in London, UK, at 128 City Road, EC1V 2NX, positioning the company in a hub for financial activity and potential client engagement. This central location facilitates access to industry networks and talent, essential for a business that operates in the dynamic realm of forex trading, IT consultancy, and education.

The company's facilities are tailored to meet the hybrid needs of a SaaS operation, integrating office space for administrative functions with technological infrastructure to support its diverse services. QuanticFX leverages state-of-the-art technology to deliver its

forex trading, consultancy, and educational services, ensuring that all systems and platforms are robust and secure, a vital consideration given its UK-based transparency and regulatory compliance.

Day-to-day operations are managed by a small team of two dedicated professionals who handle tasks ranging from client interactions to system maintenance, emphasizing agile and personalized customer service. Due to the company's micro-sized status, operational efficiency is amplified through digital tools enhancing remote work capabilities and client engagement, ensuring a balance between operational needs and available resources. No verified data is available for specific suppliers at this time, thus supplier relationships are assumed to align with business needs.

## 8. Team

### **\*\*Team Overview\*\***

QuanticFX Ltd. is spearheaded by a dynamic leadership team established in the burgeoning SaaS industry. Since its incorporation on December 3, 2024, (company number 16115637), the company has been strategically positioned within London, drawing upon the locale's robust financial and technological infrastructure.

The founder of QuanticFX Ltd. brings significant experience in forex trading, IT consultancy, and trading education, forming the core pillars of the business model. The founder's multidimensional expertise enables the company to integrate financial markets with comprehensive IT solutions and educational offerings, addressing diverse client needs under one umbrella.

Currently, the team consists of 2 skilled members, as noted in the INTAKE\_DATA. This compact team structure supports a personalized service approach, distinguishing QuanticFX from larger, more impersonal competitors.

Although details regarding specific key advisors are not included in the available data, QuanticFX acknowledges the importance of building a strong advisory board to guide strategic decisions and foster growth.

In line with its strategic objectives, QuanticFX plans to expand its team, focusing on acquiring talent in key functional areas to drive operational efficiency and enhance client service delivery. Future hiring will concentrate on enriching the areas of IT consultancy, client relations, and educational services, fueling the company's growth amid the UK's

projected SaaS market expansion.

## 9. Financial Projections

### ### Financial Projections

QuanticFX Ltd. is projected to undergo a gradual increase in revenue over the next five years, with initial revenues of £30,000 in Year 1, increasing to £52,470.19 by Year 5. This forecast is based on a year-on-year revenue growth strategy integrated with the company's existing market expansion efforts. The revenue projections are derived from outlined financial formulas (FINANCIAL\_PACK).

A notable challenge lies in the projected net profitability within the first five years of operations. The projected net profit remains negative throughout this period, starting from -£92,400 in Year 1, gradually reducing to -£80,715.50 by Year 5. These figures take into account operating expenses, which are expected to incrementally rise from £111,900 in the first year to £114,821.12 by Year 5, as outlined in the projected profit and loss statements (FINANCIAL\_PACK).

The break-even analysis indicates that QuanticFX must achieve monthly revenues of £13,846.15 to cover fixed monthly costs of £9,000, as detailed in the FINANCIAL\_PACK. This requires consistent achievement of 277 units per month at a contribution margin of £32.49 per unit.

Key financial metrics highlight a gross margin percentage of 65%, which signals robust operational efficiency relative to revenue generated. However, the net margin percentage at -308% emphasizes the need for continued focus on scaling operations and optimizing cost structures (FINANCIAL\_PACK).

These financial forecasts provide a snapshot of QuanticFX Ltd.'s strategic growth path, emphasizing revenue scaling and cost management to achieve operational sustainability.

# Financial Summary

## Key Performance Indicators (Year 1)

- Gross Margin: 65.0%
- Net Margin: -308.0%
- ROI: -616.0%

## 5-Year Financial Projections

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue (£)	£30,000	£34,500	£39,675	£45,626	£52,470
Gross Profit (£)	£19,500	£22,425	£25,789	£29,657	£34,106
Net Profit (£)	£-92,400	£-90,060	£-87,369	£-84,274	£-80,716