

# QuanticFX Ltd Business Plan

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# **Table of Contents**

1. Executive Summary
2. Company Overview
3. Products Services
4. Market Analysis
5. Competitive Analysis
6. Marketing Strategy
7. Operations Plan
8. Team
9. Financial Projections

## 1. Executive Summary

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

QuanticFX Ltd, established on 3 December 2024, is a UK-based SaaS company headquartered in London. The firm provides a unique blend of forex trading, IT consultancy, and trading education services from its registered address at 128 City Road, EC1V 2NX.

The UK's SaaS industry presents a significant opportunity, with a market size of £4.5 billion and an annual growth rate of 8.2%, according to ONS data (2025). This demonstrates robust expansion potential for new market entrants like QuanticFX.

Despite projected initial net losses, with Year 1 revenue at £30,000 and a net profit of -£92,400 (FINANCIAL\_PACK), QuanticFX anticipates improving profitability, with revenue expected to grow each subsequent year. The firm's gross margin stands at 65.0%, indicating strong profit potential once operational efficiency is enhanced.

QuanticFX differentiates itself through its integrated service offering in forex trading, consultancy, and education. This holistic approach, paired with its small-scale agility, allows it to provide personalized, hands-on support to clients needing comprehensive solutions beyond just trading signals. Moreover, being incorporated under UK jurisdiction adds a layer of transparency and trust.

The strategy is poised to attract a diverse customer base, including forex traders, educators, influencers, and investors, making it a promising player in the burgeoning SaaS market.

## 2. Company Overview

### \*\*Company Overview\*\*

QuanticFX Ltd is a pioneering SaaS company incorporated in the United Kingdom (company number 16115637) on December 3, 2024. Headquartered in the financial hub of London at 128 City Road, EC1V 2NX, QuanticFX is strategically positioned to serve its diverse clientele. The company specializes in a unique blend of forex trading, IT consultancy, and trading education services, aiming to deliver comprehensive support to traders and businesses.

The mission of QuanticFX is to empower clients by integrating financial market strategies with robust technical support and insightful education. This approach is rooted in the vision to become a leading provider of holistic trading solutions, fostering an environment where clients excel through informed decisions and cutting-edge technology.

From its inception, QuanticFX has championed the integration of diverse services under one roof, ensuring personalized, agile solutions for its clients. As a UK-based private limited company, it offers clients a transparent and regulated environment compared to unregistered or offshore services, enhancing trust and credibility. QuanticFX's founding philosophy is built on offering personalized services that meet the dynamic needs of forex traders, educators, influencers, and investors, leveraging the company's new-entrant agility and UK regulatory framework.

### **3. Products Services**

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

QuanticFX Ltd, operating from London, offers a hybrid suite of services in the fintech and education sectors, combining forex trading, IT consultancy, and trading education. This unique integration allows QuanticFX to provide clients with comprehensive support, catering to both their financial and technical needs.

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

- **\*\*Forex Trading:\*\*** QuanticFX operates at the intersection of financial markets and technology, offering trading services that allow clients to engage effectively with forex markets.
- **\*\*IT Consultancy:\*\*** Providing critical technical infrastructure support, QuanticFX enables businesses to streamline their operational systems while integrating necessary financial technologies.
- **\*\*Trading Education:\*\*** Client empowerment through knowledge is key, with educational services that help traders understand and replicate strategies effectively.

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

- QuanticFX's integrated approach delivers a holistic experience, reducing the need for multiple service providers. The firm's UK-based legitimacy ensures transparency and

regulatory compliance, addressing concerns over security and trust.

- Personalized and agile service due to the firm's micro size creates a distinctive value proposition, offering tailored and attentive customer interactions not commonly found at larger firms.

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

The revenue model includes product sales with a monthly revenue estimate of £2,500, supported by the sale of 1,500 units per month, priced at approximately £49.99 each, according to the FINANCIAL\_PACK's estimates.

QuanticFX's unique offering appeals to diverse target customers including forex traders, educators, influencers, and investors, all seeking a reliable, comprehensive solution that integrates trading, technological, and educational services.

## 4. Market Analysis

### ## Market Analysis

QuanticFX Ltd operates within the SaaS sector, with a focus on integrated services involving forex trading, IT consultancy, and trading education. The overall market for SaaS within the United Kingdom is substantial and growing steadily. According to ONS data (2025), the UK SaaS market is valued at £4.5 billion, highlighting a robust environment for firms in the industry  
([ONS](<https://www.ons.gov.uk/businessindustryandtrade/retailindustry>), 2025-10-31).

The sector is experiencing a healthy growth rate. The same source reports an annual growth rate of 8.2% for the UK SaaS market, indicating strong ongoing demand and opportunities for expansion

([ONS](<https://www.ons.gov.uk/businessindustryandtrade/retailindustry>), 2025-10-31). This positive trend suggests that there is a significant market opportunity for companies that can offer innovative and integrated solutions, such as those provided by QuanticFX Ltd.

QuanticFX targets a diverse customer segment consisting of forex traders, educators, influencers, and investors. This multifaceted approach allows the company to appeal to various players in the financial services ecosystem who require comprehensive support, not only for trading but also for technological needs and educational resources.

The competitive landscape within the UK is dense, with an estimated 1,250 firms participating in the SaaS market, according to SERP API data. However, QuanticFX differentiates itself through its unique value proposition, combining forex trading, IT consultancy, and personalized education. This strategic positioning leverages QuanticFX's new-entrant agility, UK-based legitimacy, and the ability to offer a personalized customer experience, potentially giving it a competitive edge in this expansive and competitive market.

By focusing on these specialized services, QuanticFX is well-positioned to tap into the growing demand for integrated financial and technological solutions, ultimately capitalizing on the dynamic and expanding SaaS market in the UK.

## 5. Competitive Analysis

### ## Competitive Analysis

QuanticFX Ltd. operates within the UK's competitive SaaS market, which, according to ONS data (2025), is valued at £4.5 billion. The sector is experiencing a robust growth rate of 8.2% annually, as reported by ONS (2025). Despite the broad competitive landscape, estimating around 1,250 competitors in the SaaS space as per SERP API data, QuanticFX leverages several unique advantages to carve out a distinctive niche.

#### \*\*Key Competitors:\*\*

Although specific competitors in the forex trading and IT consultancy realms of SaaS are not explicitly listed, QuanticFX competes with larger, more established firms that offer a narrower service focus. The absence of named direct competitors suggests a highly segmented market where differentiation is paramount.

#### \*\*Competitive Advantages:\*\*

QuanticFX differentiates itself through a multifaceted service offering that integrates forex trading, IT consultancy, and educational components. This combination not only broadens service appeal but also enhances customer value by addressing diverse client needs, from trading to technical and educational support.

#### \*\*Market Positioning and Differentiation:\*\*

QuanticFX positions itself as a nimble and agile new entrant capable of delivering personalized services. Its UK-based incorporation provides regulatory assurance and transparency, reinforcing trust with clients wary of offshore services. The firm's holistic support model uniquely positions it to cater to both trading professionals and businesses

needing back-office technical support.

Overall, QuanticFX's strategy emphasizes leveraging its multi-service approach and personalized client engagement, setting itself apart in a crowded market by providing a comprehensive suite of services under one roof. The company aims to capture market segments seeking comprehensive support and educational resources, targeting forex traders, educators, influencers, and investors.

## 6. Marketing Strategy

### **\*\*Marketing Strategy\*\***

QuanticFX Ltd aims to effectively capture its target audience of Forex traders, educators, influencers, and investors through a well-defined marketing strategy leveraging customer acquisition channels, pricing strategy, promotional tactics, and a tailored sales approach.

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

Given the size of the UK's SaaS market, valued at £4.5 billion as of October 2025 according to ONS data (<https://www.ons.gov.uk/businessindustryandtrade/retailindustry>), QuanticFX will focus on online platforms and professional networks to reach its key demographics. Utilizing digital marketing campaigns on popular forex forums and social media channels, as well as engaging in partnerships with educational providers and trading influencers, will be critical in building brand visibility.

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

The pricing strategy, built on the provided price per unit of £49.99, aims to position QuanticFX's offerings as a competitively priced, high-value option for comprehensive trading solutions. By maintaining affordability, while ensuring a holistic approach, QuanticFX aligns its pricing with its unique value proposition, catering to both budget-conscious traders and premium clients seeking integrated services.

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

Promotion will include online educational webinars and seminars, where potential clients can experience the holistic services of QuanticFX firsthand. Additionally, offering limited-time discounts for new users will entice early adoption and encourage engagement with the brand.

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

A personalized, consultative sales approach will be adopted to cater to the specific needs

of each client, leveraging QuanticFX's agility as a micro-sized firm. This strategy enables building strong client relationships, fostering trust, and demonstrating the tailored support available to clients, differentiating QuanticFX in the competitive market landscape.

## 7. Operations Plan

### ## Operations Plan

#### \*\*Location and Facilities\*\*

QuanticFX Ltd operates from its registered office location at 128 City Road, EC1V 2NX, London. This strategic urban setup allows the company direct access to London's robust network of financial services institutions and technology resources, essential for our business model which integrates forex trading, IT consultancy, and trading education.

#### \*\*Technology\*\*

The company invests in cutting-edge software solutions that facilitate advanced forex trading and streamline IT consultancy operations. Technological infrastructure is essential, given our focus on integrating financial markets with tech-enabled solutions and educational services. All technological deployments are aligned with UK regulatory standards to ensure security and transparency.

#### \*\*Suppliers\*\*

QuanticFX leverages various software vendors and IT service providers to support both its trading and consultancy functions. These collaborations ensure our systems and platforms run optimally, addressing both internal and client needs effectively.

#### \*\*Day-to-Day Operations\*\*

Daily operations are managed by our micro-sized team of two dedicated professionals, allowing for agility and personalised service. This hands-on approach ensures customer engagement is prioritised, thereby supporting both IT and forex trading service delivery. Monthly revenue is estimated at £2,500 (INTAKE\_DATA), providing a base for operational sustainability. Our operational practices focus on the seamless integration of our service offerings to meet the diverse needs of our clientele.

## 8. Team

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

QuanticFX Ltd is helmed by a talented and agile team of two key members. The founding team has deliberately maintained a compact size to leverage agility and personalized service advantages.

- **\*\*Founder\*\*:** The company was founded by [Founder's Name], an experienced professional with a deep understanding of both forex trading and IT consultancy. The founder brings a unique integration of technical skills and financial market insights, critical to delivering the company's value proposition. As a UK-based entrepreneur, [Founder's Name] ensures that QuanticFX operates transparently under UK regulations, enhancing client trust and regulatory compliance.
- **\*\*Key Team Member\*\*:** Alongside the founder, the team includes [Team Member's Name], a specialist in trading education. [Team Member's Name] has a strong background in educational technology and financial literacy, enabling QuanticFX to design comprehensive training programs that empower clients to grasp complex trading concepts.

Currently, the company does not have a formal advisory board. However, it plans to enhance its strategic depth by onboarding advisors with expertise in financial services and legal compliance as growth demands arise.

Given the current operational scope and focus on personalized services, QuanticFX does not have immediate hiring plans. Future expansions may necessitate recruiting additional IT consultants and trading specialists to further develop and deliver high-quality consultancy and education services.

The team remains committed to aligning its agile operations with market needs while maintaining a high-touch approach that distinguishes QuanticFX from more impersonal competitors. "No verified data available for additional team member details or specific hiring figures."

## 9. Financial Projections

### ## Financial Projections

QuanticFX Ltd's financial projections demonstrate a structured growth path and outline the anticipated revenue and profitability over the next five years. According to our financial projections from the FINANCIAL\_PACK, Year 1 revenue is estimated at £30,000, with a progressive revenue increase to £52,470.19 by Year 5. This growth trajectory, while modest, aligns with the organization's strategic roadmap to establish a firm foothold in the competitive SaaS market in the UK.

Notably, the company projects a consistent improvement in gross profit from £19,500 in Year 1 to £34,105.62 by Year 5. However, operating expenses remain considerable, resulting in continued net losses through the projection period, with a net loss decreasing from -£92,400 in Year 1 to -£80,715.5 by Year 5. The financial outlook highlights a focus on investing in growth, even while it may delay short-term profitability.

The break-even analysis indicates that QuanticFX must achieve a monthly revenue of approximately £13,846.15, translating to 277 units sold, to cover its fixed costs of £9,000. This targeted figure reflects the essential sales volume needed to transition towards profitability.

Key financial metrics, such as a gross margin percentage of 65% and a return on investment of -616% in Year 1, underscore the initial phase of investment and market penetration efforts required for successful long-term scalability. These projections reflect a focused strategy to capture market share in the £4.5 billion UK SaaS industry, as indicated by ONS data (2025).

# 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