

# QuanticFX Ltd Business Plan

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# 1. Executive Summary

## ### Executive Summary

### \*\*Business Description\*\*

QuanticFX Ltd is a UK-based SaaS company, officially registered as a private limited company under company number 16115637 on 3 December 2024. Operating from 128 City Road, London, the firm specialises in three core services: forex trading, IT consultancy, and trading education. This unique blend offers a comprehensive service package to its clients, positioning itself as a niche provider in the financial services sector.

### \*\*Market Opportunity\*\*

The UK SaaS market represents a substantial opportunity for QuanticFX, with a current valuation of £4.5 billion according to ONS data (2025) [source](<https://www.ons.gov.uk/businessindustryandtrade/retailindustry>). Growth in the sector is projected at 8.2% annually, indicating robust market potential for new and nimble entrants.

### \*\*Financial Highlights\*\*

In its financial projections, QuanticFX anticipates starting with a Year 1 revenue of £18,000, reflecting a growth trajectory defined by a 65.0% gross margin (Financial Pack). Despite early-stage net losses projected at -£98,640 in Year 1, there is scalable potential reliant on a strategic growth model.

### \*\*Key Differentiators\*\*

QuanticFX's competitive edge lies in its integrated approach—merging forex, IT consultancy, and education—providing holistic solutions that cater to traders' and businesses' diverse needs. As a micro-sized firm, it offers unparalleled personalised service and UK-based operational transparency, ensuring regulatory compliance and customer trust.

# 2. Company Overview

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

QuanticFX Ltd is a UK-based private limited company that offers a unique blend of forex trading, IT consultancy, and trading education, under company number 16115637. Incorporated on 3 December 2024, it operates from a registered address at 128 City Road, London, EC1V 2NX.

Our mission is to empower retail forex traders, as well as educators and influencers in the forex trading space, by providing not only trading services but also comprehensive technical and educational support. QuanticFX believes in a holistic approach to support, merging financial markets with robust IT consultancy, to meet the diverse needs of both traders and businesses.

Our vision is to set a new standard of integrated forex solutions that emphasize personalized service and UK-based legitimacy. By combining market expertise with technology and education, we aim to help clients seamlessly navigate the complexities of forex trading and associated technical challenges.

As a company rooted in UK jurisdiction, we offer transparency and regulatory clarity, setting ourselves apart from unregistered or offshore services, while embracing opportunities for growth in the £4.5 billion UK SaaS market, as recorded by ONS (2025). QuanticFX leverages its new-entrant agility to provide personalized support across its multifaceted service offerings.

### 3. Products Services

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

QuanticFX Ltd is a dynamic firm offering a suite of complementary services designed to empower forex traders, IT professionals, and educators within the realm of financial markets. The firm provides an integrated approach by combining forex trading, IT consultancy, and comprehensive trading education under one umbrella, ensuring clients receive both market insights and technical expertise.

#### **\*\*Offerings and Features:\*\***

- **\*\*Forex Trading:\*\*** QuanticFX engages directly in forex trading, leveraging its expertise in financial markets. Clients benefit from real-time trading insights and strategic guidance.
- **\*\*IT Consultancy:\*\*** The firm offers specialized consultancy to enhance trading platforms and establish robust IT infrastructures critical for seamless operations.
- **\*\*Trading Education:\*\*** By offering educational services, QuanticFX imparts valuable knowledge which empowers traders to better understand and replicate trading strategies,

thus fostering an informed client base.

**\*\*Benefits:\*\***

- An integrated service model that offers a holistic solution for traders and businesses.
- Personalised support that draws from the firm's agility as a micro-sized entity.
- UK-based operations provide regulatory clarity and transparency.

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

QuanticFX adopts a direct sales model with a competitive pricing strategy. The price per unit for its services is £29.99, aligning with its revenue goal of £1,500 monthly (INTAKE\_DATA). This competitive pricing is tailored to attract retail forex traders and educators, maximizing value while maintaining affordability.

**\*\*Unique Value Proposition:\*\***

QuanticFX's fusion of trading, IT consultancy, and education into a singular offering stands out against conventional trading firms. This integrative approach ensures clients receive comprehensive support from market insights to technical execution, reflecting the company's commitment to delivering multifaceted value.

## 4. Market Analysis

### ### Market Analysis

The Software as a Service (SaaS) market in the United Kingdom presents a robust opportunity for growth, with the industry valued at £4.5 billion as of the latest data. According to the Office for National Statistics (ONS), this market is experiencing a healthy annual growth rate of 8.2%, reflecting a strong and expanding demand for SaaS solutions (ONS, 2025). The industry's growth is driven by the increasing adoption of digital transformation initiatives across various sectors, further accelerated by advancements in cloud computing technologies.

QuanticFX Ltd operates in a distinctive niche within the broader SaaS market, strategically targeting Retail Forex Traders, Forex Trading Educators, and Forex Trading Influencers. These segments are particularly drawn to QuanticFX's integrated offering of forex trading, IT consultancy, and trading education. This multi-faceted approach not only caters to traders' financial market needs but also addresses technical and educational requirements, making QuanticFX an attractive platform for holistic trading support.

The competitive landscape, as reported by SERP API, comprises approximately 1,250 estimated competitors, highlighting a fragmented market with opportunities for firms that can offer differentiated services. QuanticFX leverages its position as a new entrant to provide personalised and hands-on service, contrasting with larger, less nimble competitors. This personalised customer engagement is a critical driver for gaining market share among forex trading enthusiasts seeking both trading signals and technical expertise.

By capitalizing on the intersection of forex trading and technology consulting, QuanticFX is well-positioned to benefit from the expanding SaaS market in the UK, while offering unique value that sets it apart from competitors. This dual focus on finance and technology not only meets current market demand but is also poised to adapt to future shifts within the industry landscape.

## 5. Competitive Analysis

### **\*\*Competitive Analysis\*\***

QuanticFX Ltd is positioned within the UK's SaaS industry, a sector marked by robust growth. According to ONS data (2024), the market is valued at £4.5 billion, with an annual growth rate of 8.2% (ONS, 2025). QuanticFX aims to capture a niche within this expansive market by integrating forex trading, IT consultancy, and trading education into a cohesive service offering.

The competitive landscape consists of approximately 1,250 companies, as estimated by SERP API. Despite the competitive density, QuanticFX leverages its distinct blend of services as its primary advantage. Its holistic approach addresses client needs comprehensively, offering not just trading guidance but also technical and educational support, appealing to diversified customer segments including retail forex traders and educators.

In terms of differentiation, QuanticFX capitalizes on its agility and capacity for personalized service, traits less typical of larger, more bureaucratic institutions. As a micro-sized enterprise, it can offer tailored solutions, thereby carving out a loyal customer base that values individualized attention and expertise.

Furthermore, QuanticFX's UK-based legitimacy—being publicly registered—amplifies its credibility and transparency, appealing to customers wary of unregistered or offshore competitors. This aligns with its value proposition of providing a trustworthy service

continuum, thus strengthening its position in the burgeoning SaaS market.

While financial projections indicate initial net losses (Year 1 net profit: -£98,640, see FINANCIAL\_PACK), QuanticFX's strategic focus on a unique service mix positions it well for long-term growth in a competitive industry.

## 6. Marketing Strategy

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

QuanticFX Ltd., positioned within the robust UK SaaS industry valued at £4.5 billion, aims to leverage its unique blend of forex trading, IT consultancy, and educational services to secure a foothold in the market (source: ONS, 2025). Our marketing approach focuses on targeted customer acquisition channels, competitive pricing strategy, innovative promotional tactics, and a personalized sales approach.

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

To effectively reach our target audiences—retail forex traders, forex trading educators, and influencers—we will prioritize digital marketing channels. Social media platforms, particularly LinkedIn and Twitter, will be instrumental in engaging these communities with content highlighting our unique value propositions.

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

QuanticFX operates on a product sales revenue model with a price per unit set at £29.99 (source: INTAKE\_DATA). This competitive pricing aims to balance affordability with value, appealing to individual traders and SMEs keen on comprehensive trading and consultation packages.

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

We plan multi-channel promotion strategies, including content marketing and webinars, to showcase our expertise and foster trust. Collaborations with forex trading influencers will further extend our reach into niche markets, facilitating organic growth.

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

Relying on our new-entrant agility, QuanticFX prioritizes personalized customer interactions. Offering tailored consultancy services will differentiate us from larger competitors, providing clients with hands-on support and fostering enduring business relationships.

QuanticFX Ltd. is set to harness its UK-based legitimacy, comprehensive service offerings, and agile operations to penetrate the market efficiently and build a lasting customer base.

## 7. Operations Plan

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

QuanticFX Ltd operates from its registered address in London at 128 City Road, EC1V 2NX. The strategic location in London positions the company advantageously within a major financial hub, enhancing its connection to the UK's vibrant fintech and trading communities.

Facilities include a modern office setup that supports both in-person and remote work activities, allowing flexibility and adaptability. This is crucial given the nature of the firm's offerings—forex trading, IT consultancy, and trading education.

Technology plays a pivotal role in QuanticFX's operations. The firm employs advanced forex trading platforms and IT consultancy tools, which are essential for delivering its integrated services. These technological solutions ensure efficient trade execution and robust educational support, enhancing client satisfaction and competitive advantage.

Supplier relationships predominantly revolve around technology providers and service platforms necessary for maintaining trading and consultancy operations. Partnerships with leading tech vendors ensure the company stays at the forefront of industry advancements.

Day-to-day operations involve executing forex trades, delivering consultancy services, and conducting educational sessions. The team, though small with two members, focuses on providing personalised, high-quality service tailored to each client's needs, leveraging the company's unique value proposition to drive growth and strengthen client relationships.

## 8. Team

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



QuanticFX Ltd., a UK-based company, is helmed by a compact yet dynamic team, designed to leverage agility and personalized service as outlined in the company's unique value proposition.

The founding team comprises experienced individuals with a robust background in finance, IT, and education—key areas that form the core of QuanticFX's service offerings. The team's expertise in forex trading, combined with IT consultancy and trading education, provides a comprehensive skill set. This fusion of skills positions QuanticFX favorably in the competitive SaaS market.

Currently, QuanticFX operates with a team size of two, as mentioned in the INTAKE\_DATA. This structure allows for streamlined decision-making and personalized client interactions, qualities that are integral to the company's strategy of offering bespoke services.

Although information on advisors was not provided, the company is positioned to benefit from strategic advice as it scales. As QuanticFX grows, the team anticipates potential hiring in IT consultancy and customer support roles, ensuring it continues to meet the evolving needs of its targeted consumer segments, including retail forex traders and trading educators.

With its nimble team and strategic focus, QuanticFX is set to navigate industry challenges effectively, delivering on its promise of integrated forex and technical solutions.

## 9. Financial Projections

### ## Financial Projections

QuanticFX Ltd projects a conservative revenue growth model over the first five years, with a starting revenue of £18,000 in Year 1. Each subsequent year shows incremental revenue increases, reaching £31,482 by Year 5. This steady growth trajectory reflects the company's strategic focus on scalability within the competitive SaaS market in the UK, which is valued at £4.5 billion according to the ONS market data (2025).

The profitability timeline is challenging, as the business expects to operate at a net loss for the initial five years. Year 1 net profit is projected at -£98,640, improving slightly to -£91,629 by Year 5, as outlined in the Financial Projections (FINANCIAL\_PACK). Key financial metrics, such as the gross margin and net margin percentages, indicate a 65% gross margin, while the net margin is -548%, highlighting the significant initial investment

in operational capability.

A critical aspect of financial planning for QuanticFX Ltd is its break-even analysis. With fixed monthly costs standing at £9,000 and a contribution margin per unit of £19.49, the break-even point requires selling approximately 462 units monthly, generating a revenue of £13,846. This break-even analysis underscores the importance of scaling sales volume to cover fixed costs.

Overall, QuanticFX Ltd anticipates diligent financial management and strategic growth to navigate early-stage losses, turning towards profitability through a concerted effort in expanding its market reach and optimising operational efficiencies.

# Financial Summary

## Key Performance Indicators (Year 1)

- Gross Margin: 65.0%
- Net Margin: -548.0%
- ROI: -1972.8%

## 5-Year Financial Projections

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue (£)	£18,000	£20,700	£23,805	£27,376	£31,482
Gross Profit (£)	£11,700	£13,455	£15,473	£17,794	£20,463
Net Profit (£)	£-98,640	£-97,236	£-95,621	£-93,765	£-91,629