What _____ **is Ledgr**

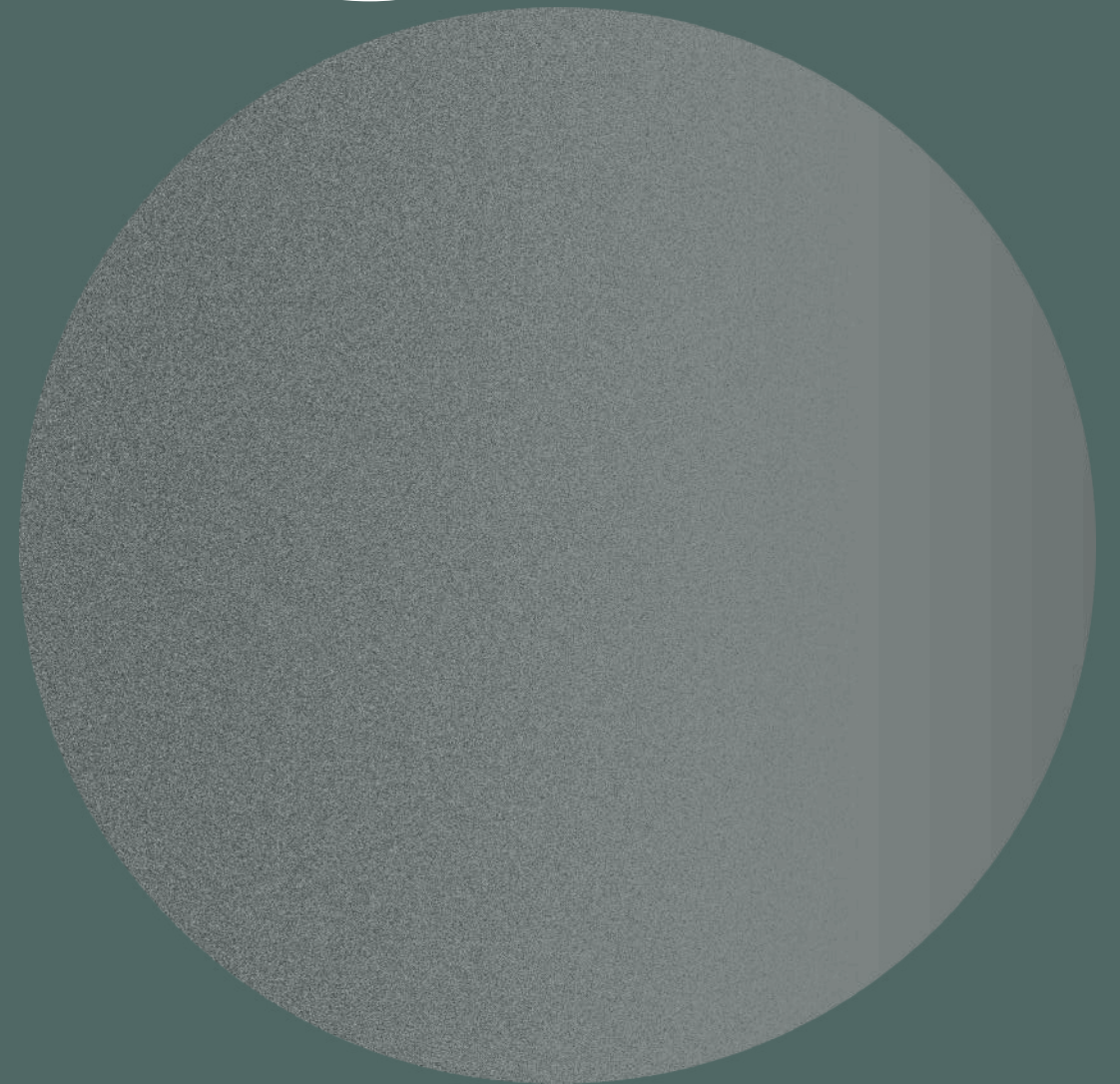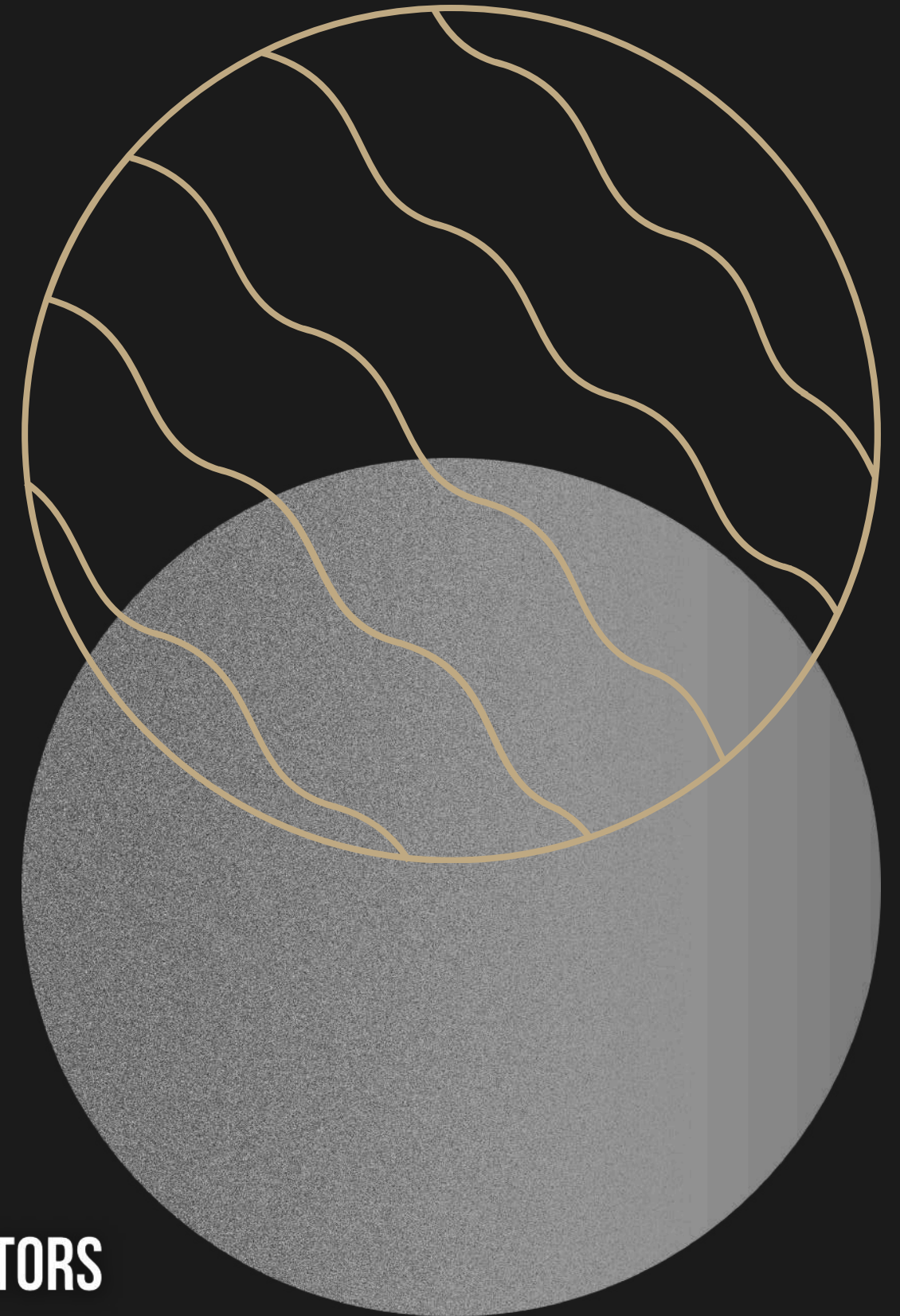**Why**

Project Pitch

Agenda

PROBLEM STATEMENT | SOLUTION PROPOSED | SERVICE OFFERING

MARKET SEGMENTS TARGETED | RATIONALE & VIABILITY | PROOF-OF-CONCEPT

MONETIZATION & EARNINGS | PRICING MODELS, PROFITABILITY & BREAKING EVEN

ROADMAPS & TIMELINES | SCALABILITY PLAN | TEAM, MENTORS AND COLLABORATORS

Executive Summary

Ledgr empowers people to make efficient investments, build wealth, Follow markets, Track and Analyze Assets in-depth and Forecast Scenarios.

Ledgr is an ecosystem, accessible via the **Ledgr Web App**, **LedgrExchange Portal & Ledger Wallet** Services.

Ledgr helps you build your wealth, rationally.

»

A Users Assets

Users' Assets of Interest

- **Long Term Holdings**
  - **Bonds**
    - Corporate Bonds
    - Government Bonds
  - **Insured Investment Schemes**
  - **Funds & Special Instruments**
    - **Deposits**
      - Fixed
      - Recurring
    - Mutual Funds
    - Exchange Traded Funds or Index Funds
    - Trust Funds
    - Other Special Instruments
- **Short Term Holdings**
  - Stocks
  - **Derivatives**
    - Futures Contracts
    - **Options Contracts**
      - Put or Short Options
      - Call or Long Options
  - **Currencies**
    - Fiat
    - **Digital Currencies & Assets**
      - Centralized Digital Cash Systems
      - Cryptocurrencies
      - NFTs
      - Blockchain Network Utility Tokens
  - **Commodities**
    - Crude Oil
    - Metals
    - Gas
    - Other Commodities
- **Liquidity**
  - Fiat Cash
  - Digital Cash
- **Other Assets & Valuables**
  - Real Estate
  - Physical Valuables
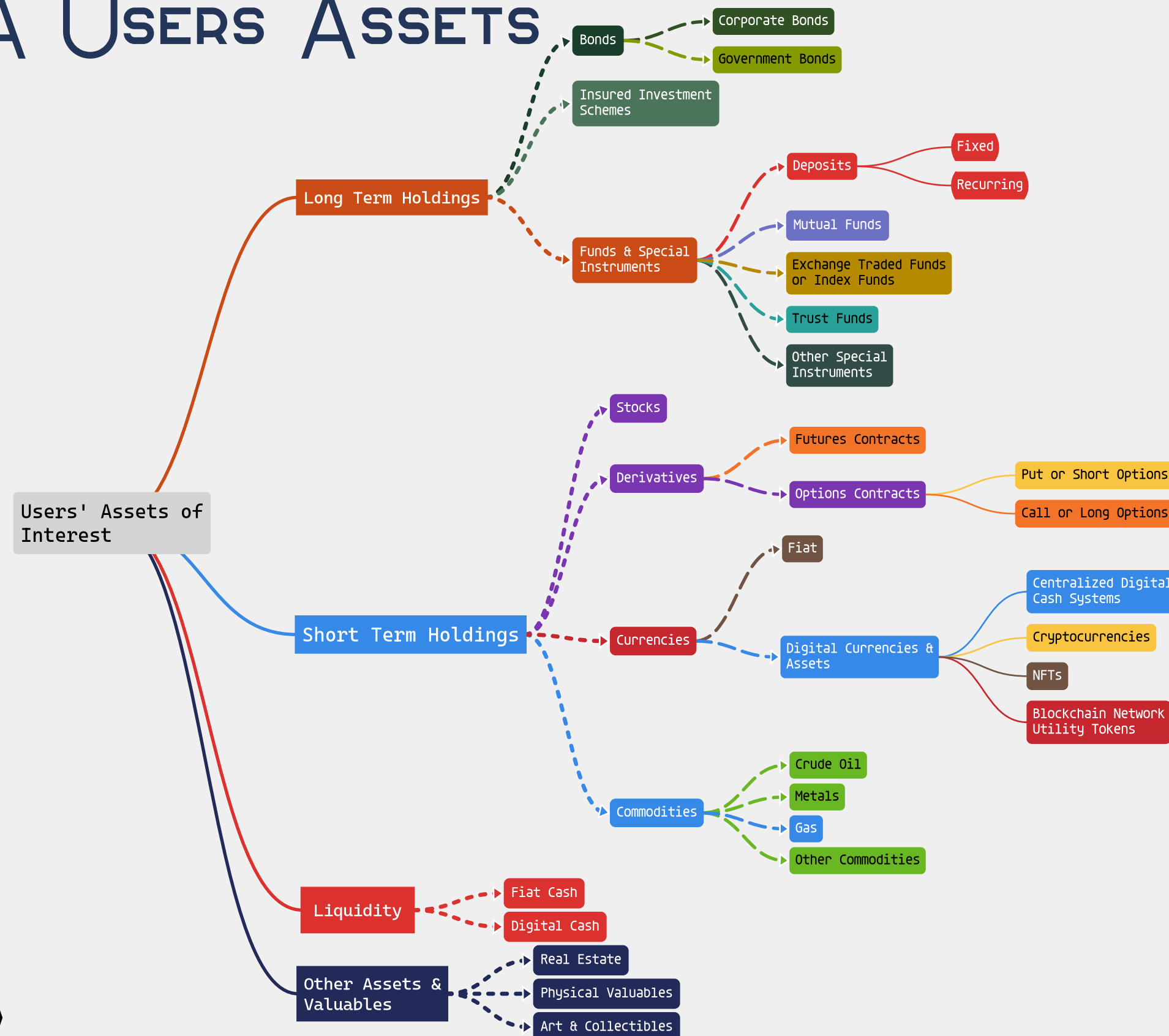 - Art & Collectibles

HOW DOES A REGULAR USER GAUGE HIS HOLDINGS?

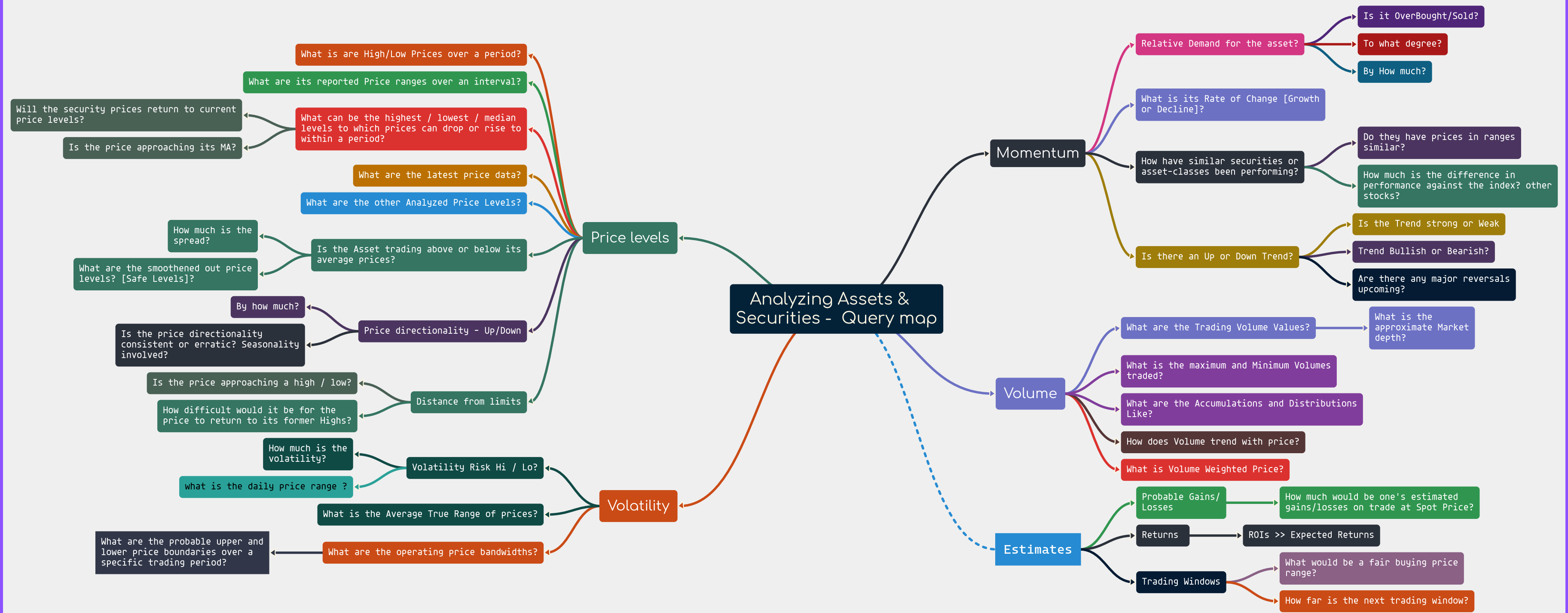**O1** For the short term, a generic User has a priority list somewhat resembling this:

1. Primarily Securities or MF
2. Trust Funds, Insurances and other instruments also prevalent
3. Currencies [Fiat + Digital]
4. Commodities etc.

O2 Most extant solutions have been reported to have these issues to name a few:

1. Integrated service coverage
2. Repetitive or concentrated solutions
3. Questionable agenda >> Hidden costs
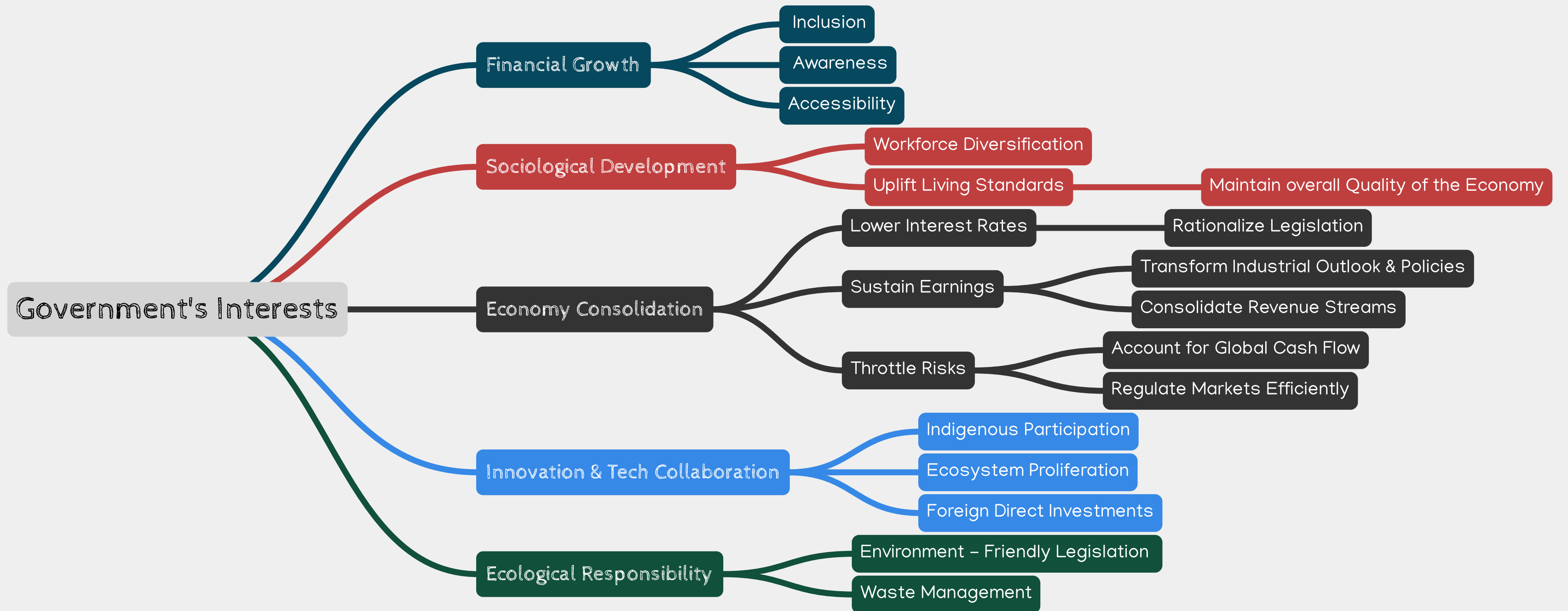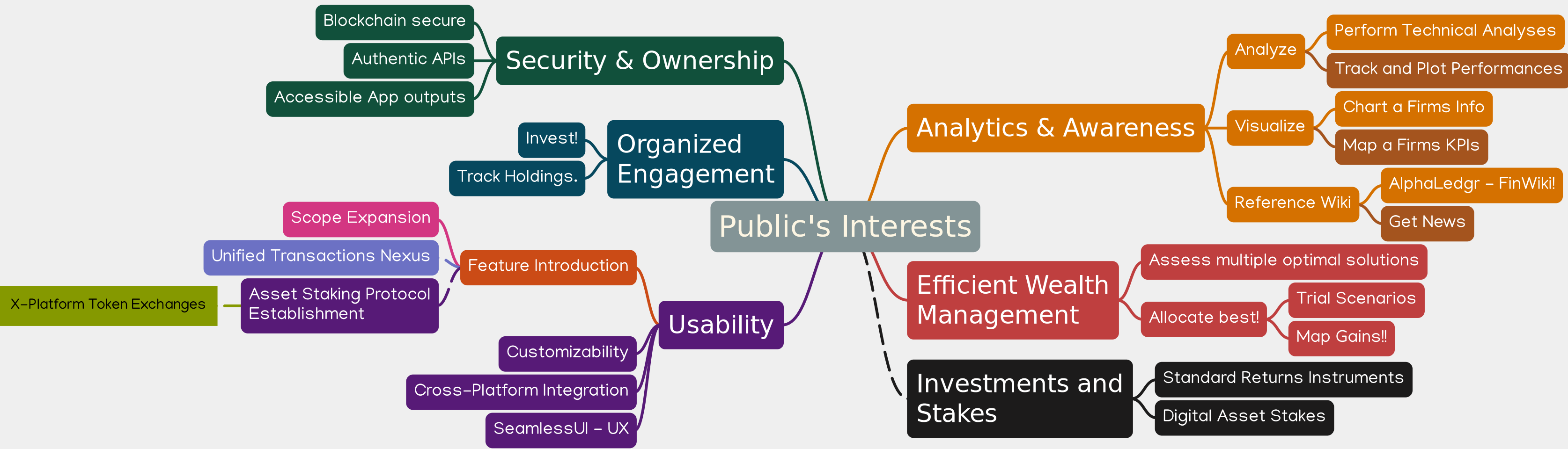4. Pushy service practises

»

Analyzing Assets & Securities - Query map

Price levels

- What is are High/Low Prices over a period?
- What are its reported Price ranges over an interval?
- What can be the highest / lowest / median levels to which prices can drop or rise to within a period?
  - Will the security prices return to current price levels?
  - Is the price approaching its MA?
- What are the latest price data?
- What are the other Analyzed Price Levels?
- Is the Asset trading above or below its average prices?
  - How much is the spread?
  - What are the smoothened out price levels? [Safe Levels]?
- Price directionality - Up/Down
  - By how much?
  - Is the price directionality consistent or erratic? Seasonality involved?
- Distance from limits
  - Is the price approaching a high / low?
  - How difficult would it be for the price to return to its former Highs?

Volatility

- Volatility Risk Hi / Lo?
  - How much is the volatility?
  - what is the daily price range ?
- What is the Average True Range of prices?
- What are the operating price bandwidths?
  - What are the probable upper and lower price boundaries over a specific trading period?

Momentum

- Relative Demand for the asset?
  - Is it OverBought/Sold?
  - To what degree?
  - By How much?
- What is its Rate of Change [Growth or Decline]?
- How have similar securities or asset-classes been performing?
  - Do they have prices in ranges similar?
  - How much is the difference in performance against the index? other stocks?
- Is there an Up or Down Trend?
  - Is the Trend strong or Weak
  - Trend Bullish or Bearish?
  - Are there any major reversals upcoming?

Volume

- What are the Trading Volume Values?
  - What is the approximate Market depth?
- What is the maximum and Minimum Volumes traded?
- What are the Accumulations and Distributions Like?
- How does Volume trend with price?
- What is Volume Weighted Price?

Estimates

- Probable Gains/Losses
  - How much would be one's estimated gains/losses on trade at Spot Price?
- Returns
  - ROIs >> Expected Returns
- Trading Windows
  - What would be a fair buying price range?
  - How far is the next trading window?

Analyzing a Security

TRANSPARENCY

RELIABILITY

TRUST

LUCIDITY

LIMITED ACCESSES

INTERFACE

COMPATIBILITY

DATA

TRANSACTIONS

OWNERSHIP

ASSET WEALTH

SECURITY

ASSURANCE

Discrete Conflict Profile

TRANSACTIONAL

EFFICIENCY

FLEXIBILITY

OVERTLY SILOED OFFERINGS

HIDDEN FEES

DATA OWNERSHIP

ACCESS

MULTI-LEVEL COMPLEX FEE STRUCTURE

APP CLUTTER

BUILT IN REDUNDANCIES

FEATURES

REDUNDANT REWARDING SYSTEM

UTILITARIAN

NOT STATE-OF-THE-ART

NON-PORTABLE

»

Base Conflicts & Obstacles

Ledgr Inc. :: WWW.ALPHALEDGR.COM

WHERE DOES LEDGR STAND, AND HOW WOULD THEIR PRODUCT HOLD UP?

POSITIONING

What's the Current Solution

Unify, review, and experiment - validate outcomes, improve and proceed.

This corollary is time-tested. Ledgr enables just that. The consequences are curious, least to say.

What Makes Us Better?

We're not better, we are unique. And uniquely diferentiated when it comes to inovation. That said, we all stand on the shoulders pf giants.
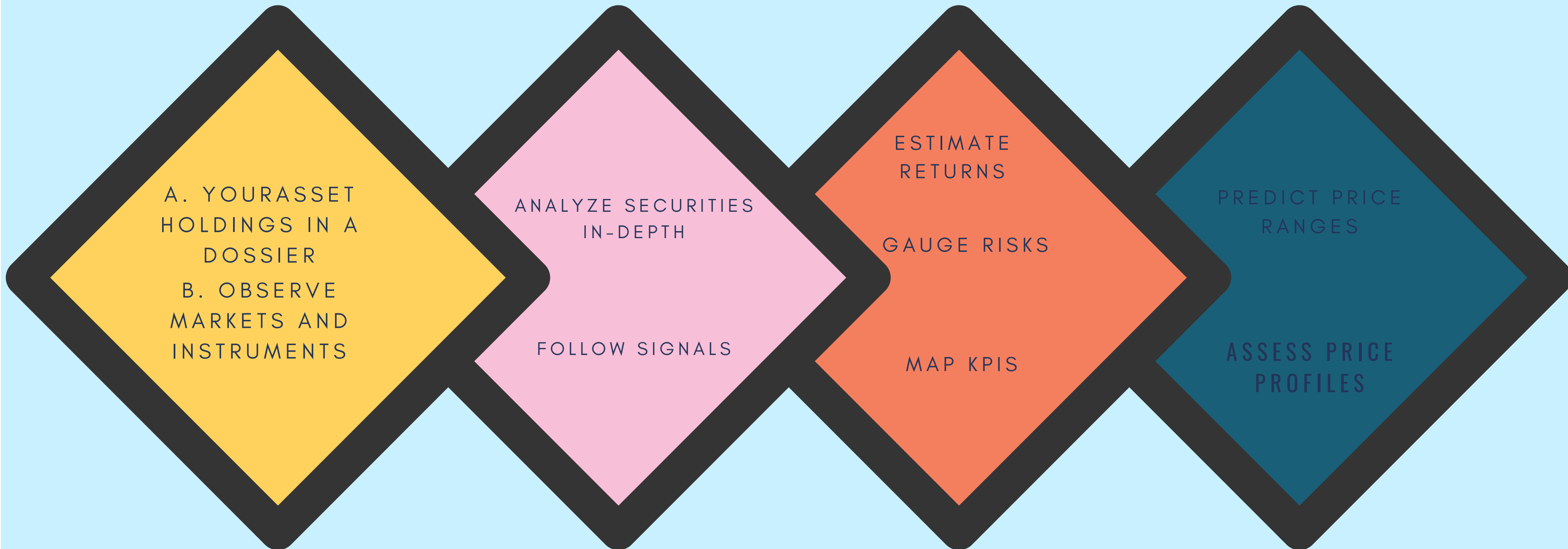
Who are we for?

We know no boundaries. Ledgr is for all.

If we be selective, our innovation shall stagnate. Ledgr is built with, by and for real people.

»

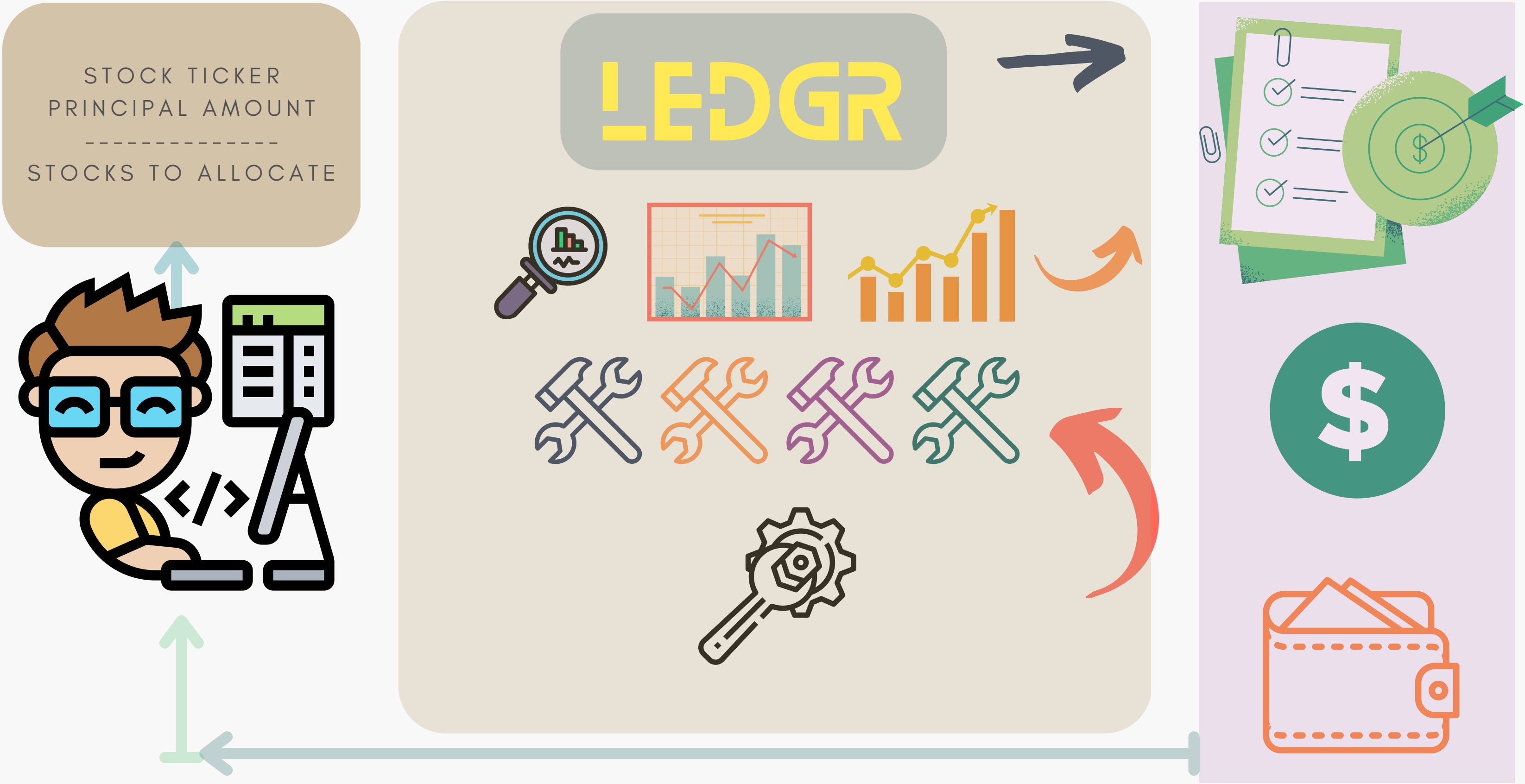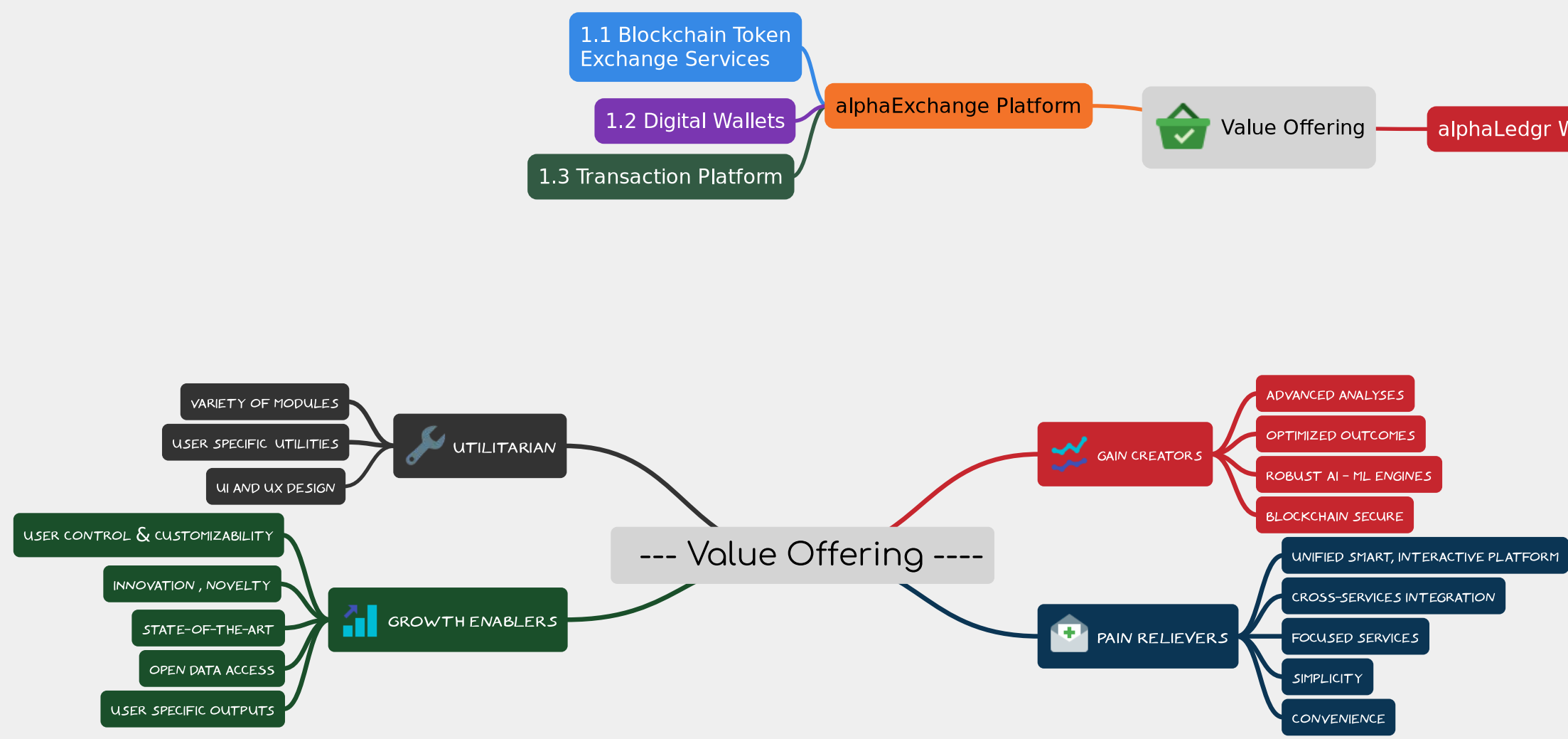# UTILITY

A. YOURASSET HOLDINGS IN A DOSSIER

B. OBSERVE MARKETS AND INSTRUMENTS

ANALYZE SECURITIES IN-DEPTH

FOLLOW SIGNALS

ESTIMATE RETURNS

GAUGE RISKS

MAP KPIS

PREDICT PRICE RANGES

ASSESS PRICE PROFILES

LEDGRBASE

ANALYTICSBOX

INVESTMENTLAB

FORECASTENGINE

STOCK TICKER
PRINCIPAL AMOUNT

STOCKS TO ALLOCATE

LEDGR

Total Value Offering - A Review

Ledgr's Value Offering - An Overview

- **1.1 Market Information**
  - A. Tracking
  - B. Information
    - Organization Data
    - Securities
    - Indices and ETFs
    - Commodities
    - Currencies
      - Crypto
      - ForEx
  - C. News & Updates

Value Offering

alphaExchange Platform
- 1.1 Blockchain Token Exchange Services
- 1.2 Digital Wallets
- 1.3 Transaction Platform

alphaLedgr WebApp
- 1.3 Mathematical Analyses & Outputs
- 1.4 Insights , Inferences & Tactical Summaries
- 1.5 Analytical Trading Signals
- 1.6 Optimimzed Wealth Allocation Engine
- 1.2 Wealth and Portfolio Management Dashboards
- 1.7 Profile, Wealth Jounal and inbox.
- 1.8 ML Forecasting Engine
  - A. AI Engines
  - B. Input Portal
  - C. Comparative Analyses
- 1.9 Discussion Forum & Community

--- Value Offering ----

UTILITARIAN
- VARIETY OF MODULES
- USER SPECIFIC UTILITIES
- UI AND UX DESIGN

GROWTH ENABLERS
- USER CONTROL & CUSTOMIZABILITY
- INNOVATION , NOVELTY
- STATE-OF-THE-ART
- OPEN DATA ACCESS
- USER SPECIFIC OUTPUTS

GAIN CREATORS
- ADVANCED ANALYSES
- OPTIMIZED OUTCOMES
- ROBUST AI – ML ENGINES
- BLOCKCHAIN SECURE

PAIN RELIEVERS
- UNIFIED SMART, INTERACTIVE PLATFORM
- CROSS-SERVICES INTEGRATION
- FOCUSED SERVICES
- SIMPLICITY
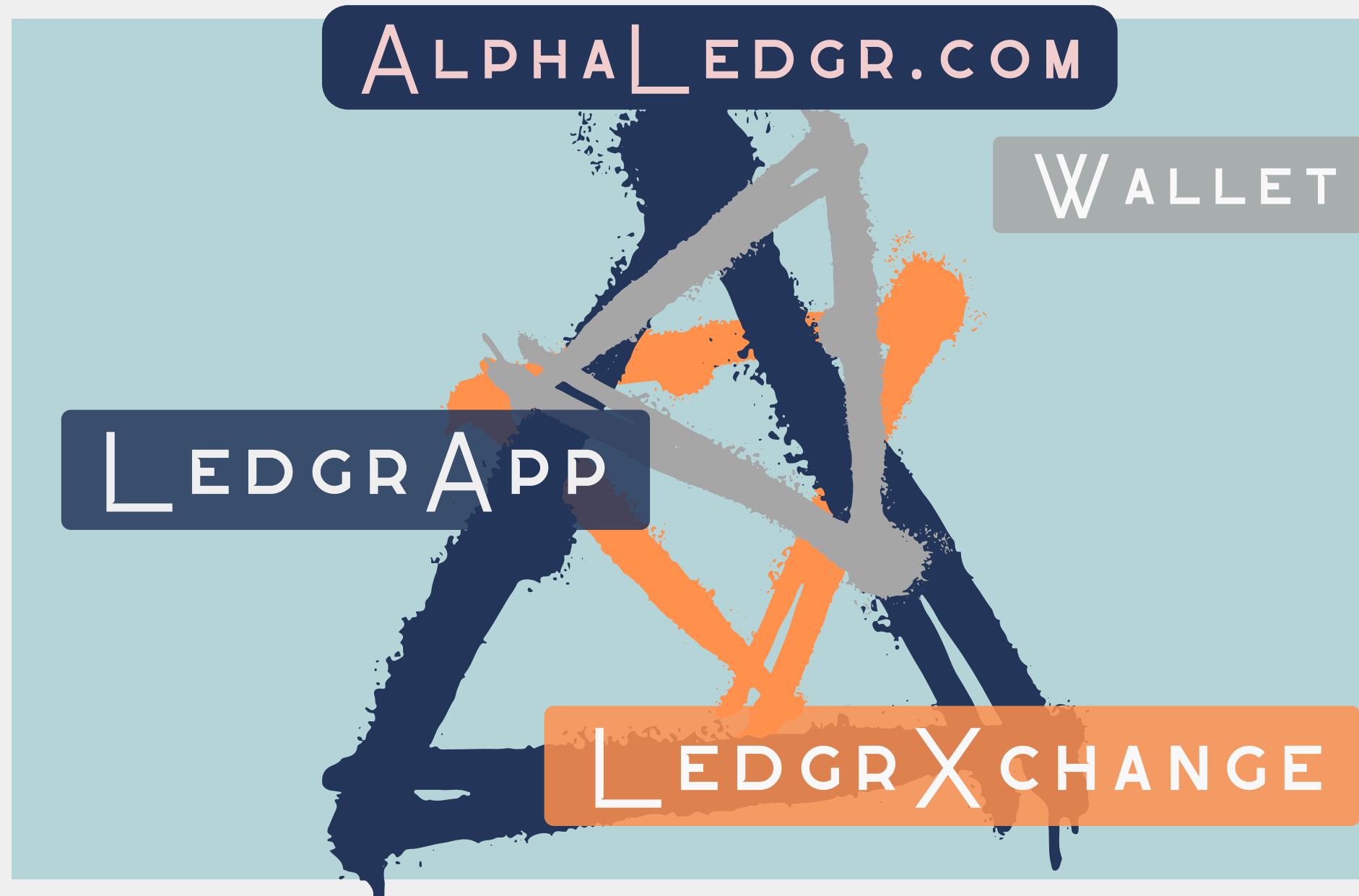- CONVENIENCE

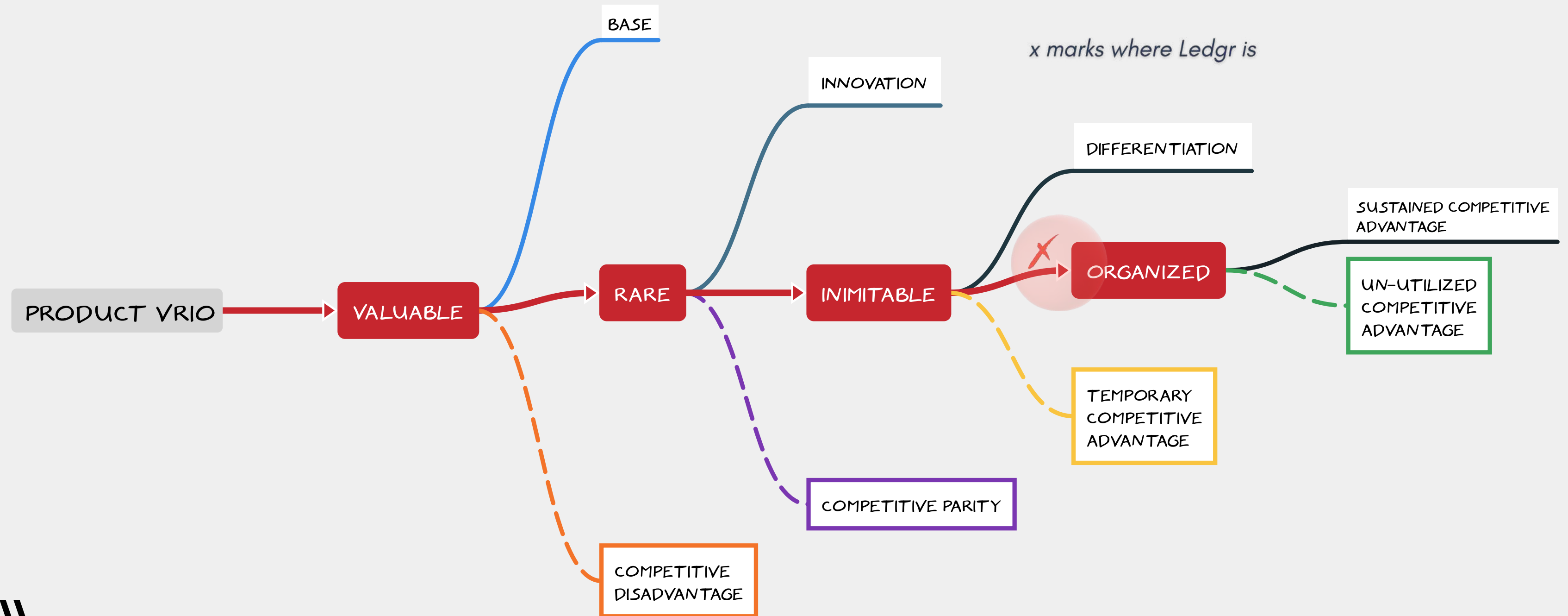**LedgrExchange** is a Blockchain Token Exchange services portal

LedgrWallet helps the User to store the utility tokens to use at the LedgrApp or buy specialized reports, merchandize, and transact with both firms in the ecosystem.

ALPHALEDGR.COM

WALLET

LEDGRAPP

LEDGRXCHANGE

01   Purchase LedgrTokens against cash or any other form of digital currencies.

02   Consumers can buy alphaCards and subscription packages here as well.

03   Users manage their token exchanges securely via the wallet services.

VRIO

Viability – Exclusivity

x marks where Ledgr is

BASE

INNOVATION

DIFFERENTIATION

SUSTAINED COMPETITIVE ADVANTAGE

PRODUCT VRIO → VALUABLE → RARE → INIMITABLE → ORGANIZED

UN-UTILIZED COMPETITIVE ADVANTAGE

TEMPORARY COMPETITIVE ADVANTAGE

COMPETITIVE PARITY

COMPETITIVE DISADVANTAGE

»

The app has multiple engines in a box.

Each works independently, use at your own discretion.

PRODUCT ARCHITECTURE
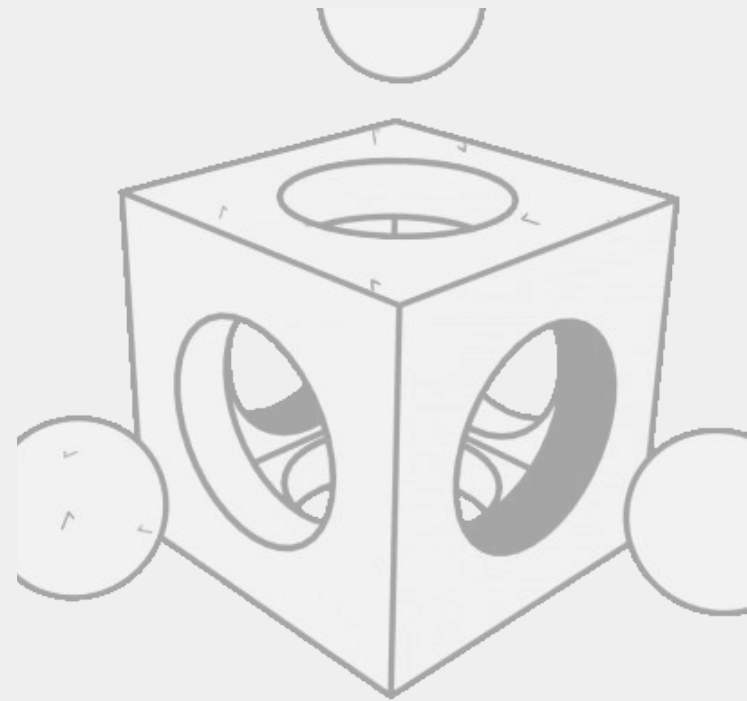
1. LedgrBase & Market Board – For your Wealth Overview and more.
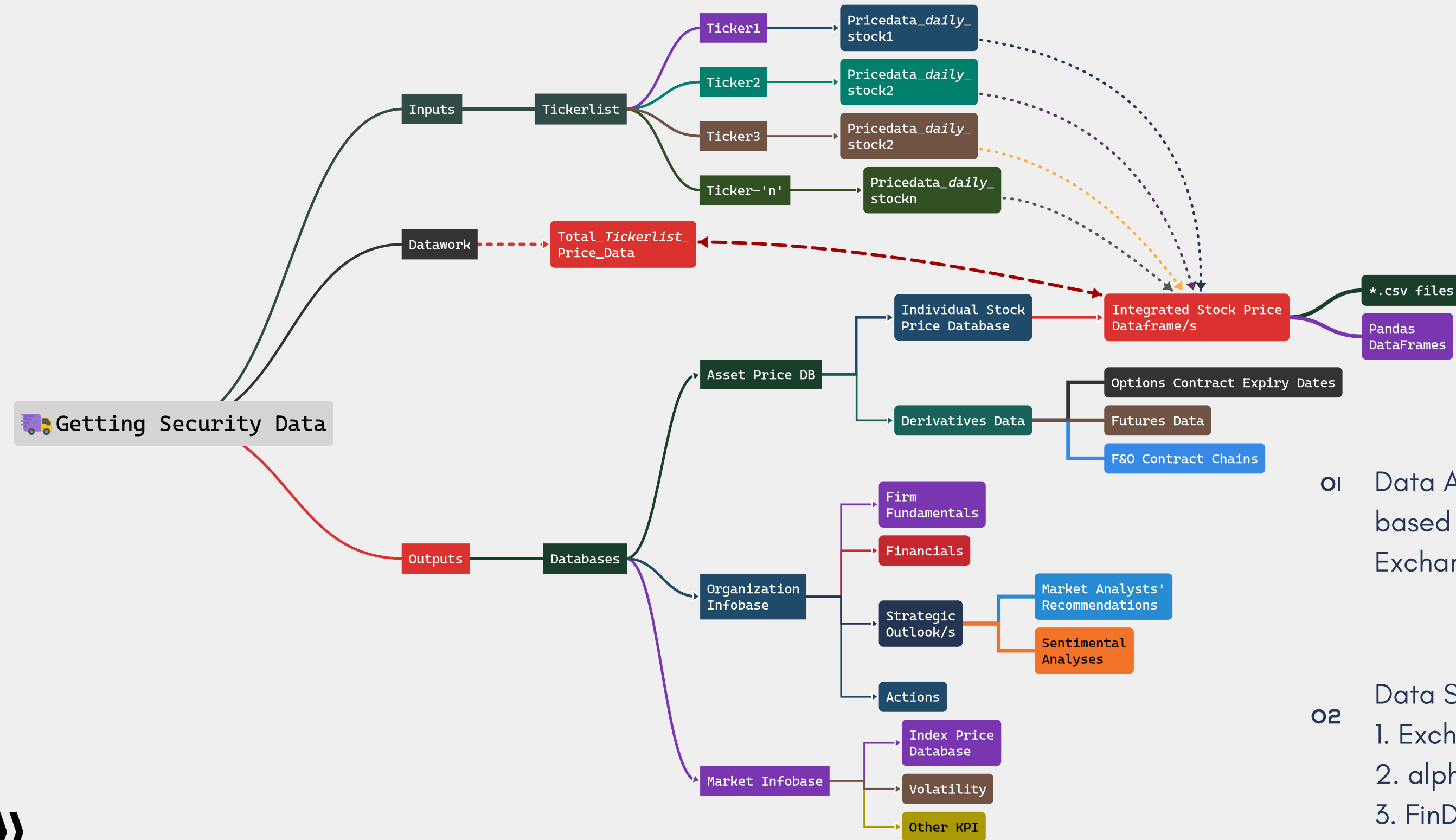
2. AnalyticsBox – For In-Depth Analyses on Assets and Securities.

3. InvestmentLab – To streamline and maximize your Returns.

4. ForecastEngine – Train and predict prices with the AI. *[Beta]*

Ledgr Delivers a comprehensive picture of one's holdings, facilitating in-depth assessment, and presenting impactful, well-researched, honest insights along with discernible signals and infographics is the essence of the complete User Experience.
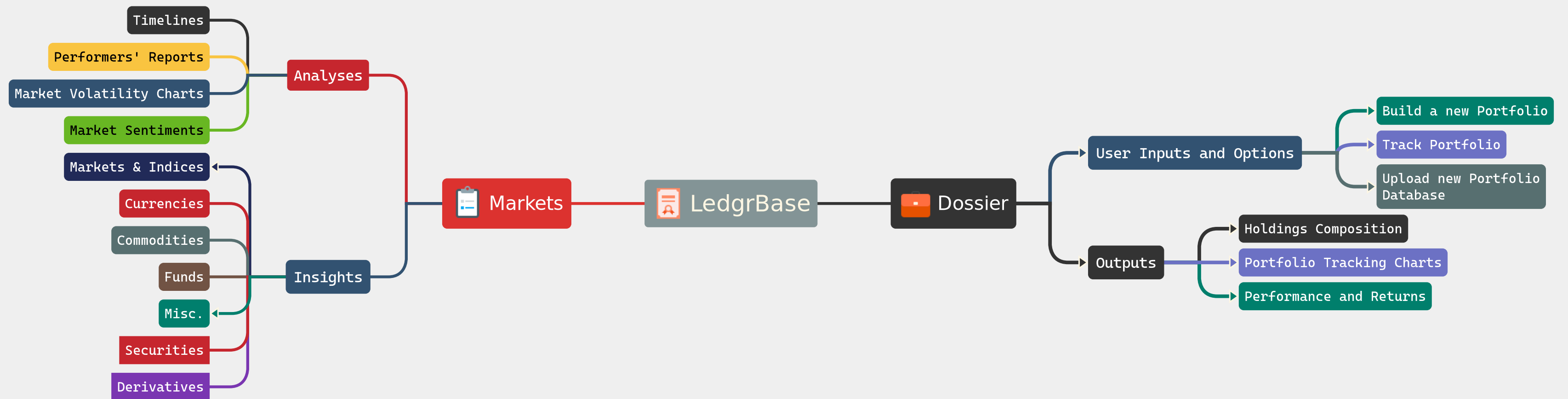
Data Acquisition

Getting Security Data

Inputs → **Tickerlist**
- Ticker1 → Pricedata_*daily*_stock1
- Ticker2 → Pricedata_*daily*_stock2
- Ticker3 → Pricedata_*daily*_stock2
- Ticker-'n' → Pricedata_*daily*_stockn

Datawork → Total_*Tickerlist*_Price_Data

Outputs → **Databases**
- **Asset Price DB**
  - Individual Stock Price Database → Integrated Stock Price Dataframe/s
  - Derivatives Data
    - Options Contract Expiry Dates
    - Futures Data
    - F&O Contract Chains
- **Organization Infobase**
  - Firm Fundamentals
  - Financials
  - Strategic Outlook/s
    - Market Analysts' Recommendations
    - Sentimental Analyses
  - Actions
- **Market Infobase**
  - Index Price Database
  - Volatility
  - Other KPI

Integrated Stock Price Dataframe/s →
- *.csv files
- Pandas DataFrames

01 Data Acquisition Requests are made based on user inputs directly to Exchanges or via authorised APIs

02 Data Sources
1. Exchange APIs
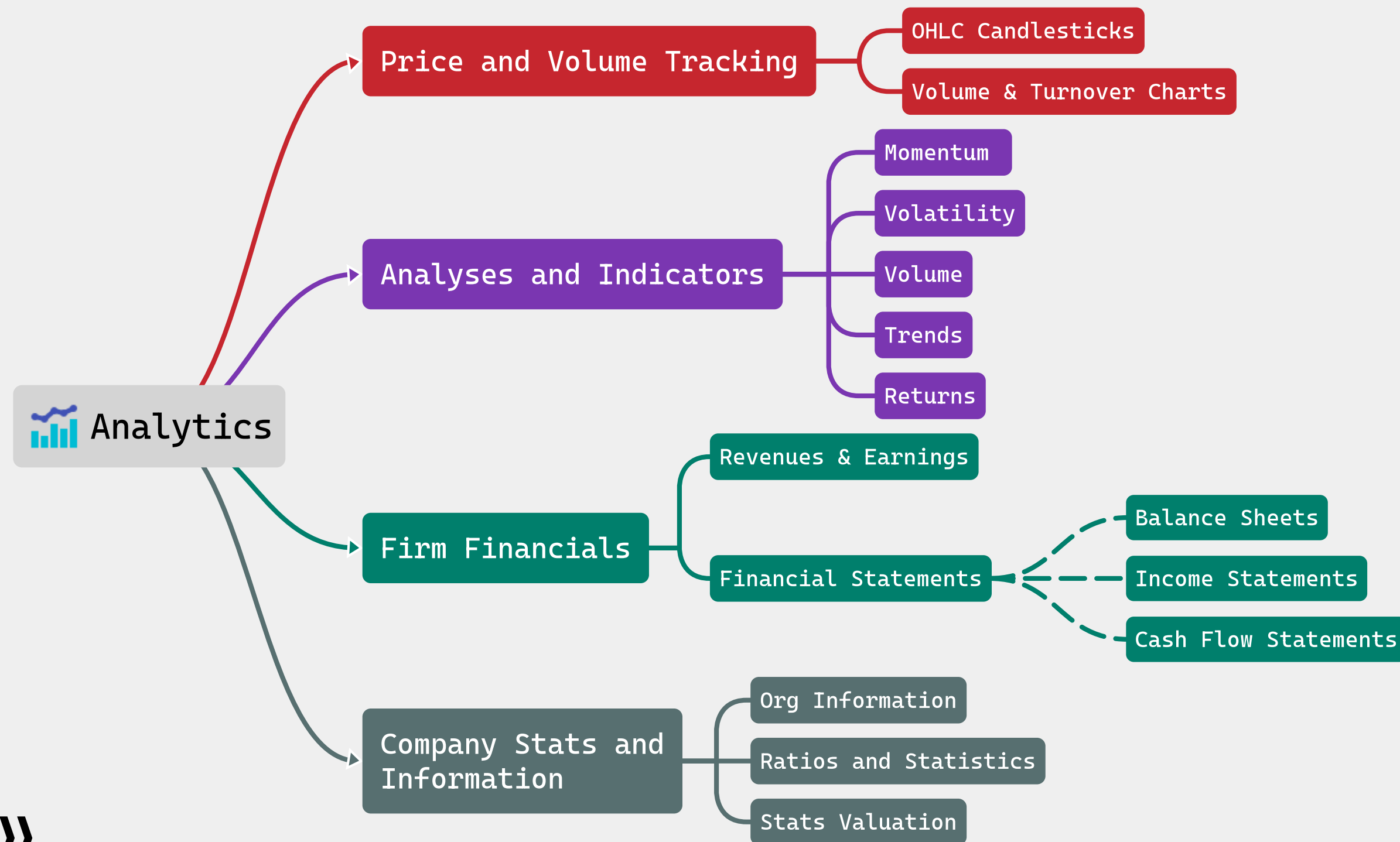2. alphaLedgr databases
3. FinData Vendors

LEDGrBASE

Timelines
Performers' Reports
Market Volatility Charts
Market Sentiments
Analyses

Markets & Indices
Currencies
Commodities
Funds
Misc.
Securities
Derivatives
Insights

Markets → LedgrBase → Dossier

User Inputs and Options
- Build a new Portfolio
- Track Portfolio
- Upload new Portfolio Database

Outputs
- Holdings Composition
- Portfolio Tracking Charts
- Performance and Returns

01 Data Acquisition Requests are made based on user inputs directly to Exchanges or via authorised APIs

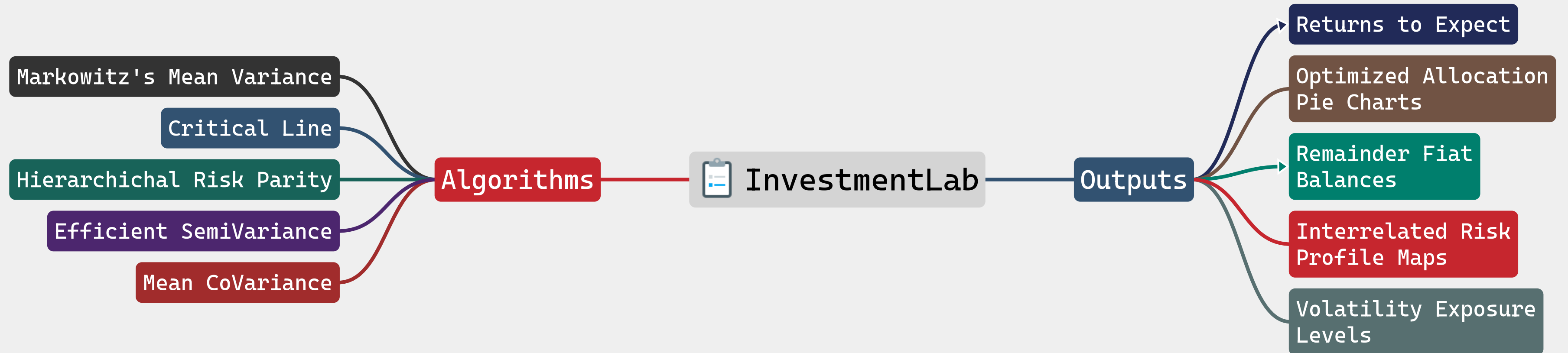**02** Data Sources 1. Exchange APIs 2. Ledgr Databases & 3. FinData Vendors

AnalyticsBox

Analytics

Price and Volume Tracking
- OHLC Candlesticks
- Volume & Turnover Charts

Analyses and Indicators
- Momentum
- Volatility
- Volume
- Trends
- Returns

Firm Financials
- Revenues & Earnings
- Financial Statements
  - Balance Sheets
  - Income Statements
  - Cash Flow Statements

Company Stats and Information
- Org Information
- Ratios and Statistics
- Stats Valuation

01 Analyse Assets In-depth, access 40+ Technical Analysis Modules.

Gather holistic information, insights and summaries.

02 Gather curated Insights, Reports, Data, Charts & Plots, Signals.

Engage in the forums.

»

Markowitz's Mean Variance

Critical Line

Hierarchichal Risk Parity

Efficient SemiVariance

Mean CoVariance

Algorithms

📋 **InvestmentLab**

Outputs

Returns to Expect

Optimized Allocation Pie Charts

Remainder Fiat Balances

Interrelated Risk Profile Maps

Volatility Exposure Levels

01   1 Efficiently allocate assets as per your objectives

Use multiple modules to get various outputs.

02   Explore allocations with variety of risk-to-return ratio

»

ForecastEngine

The AI is user-trained and customizable. Generated outputs get better with more training and with proper parameters.

Forecast Engine

Algorithms
- LSTM
- ARIMA
- other

Outputs

Inferential
- Price Ranges
- Trajectory
- Profile

Visual & Quant
- Forecast Outputs
- Validation Plots
- Mean Error
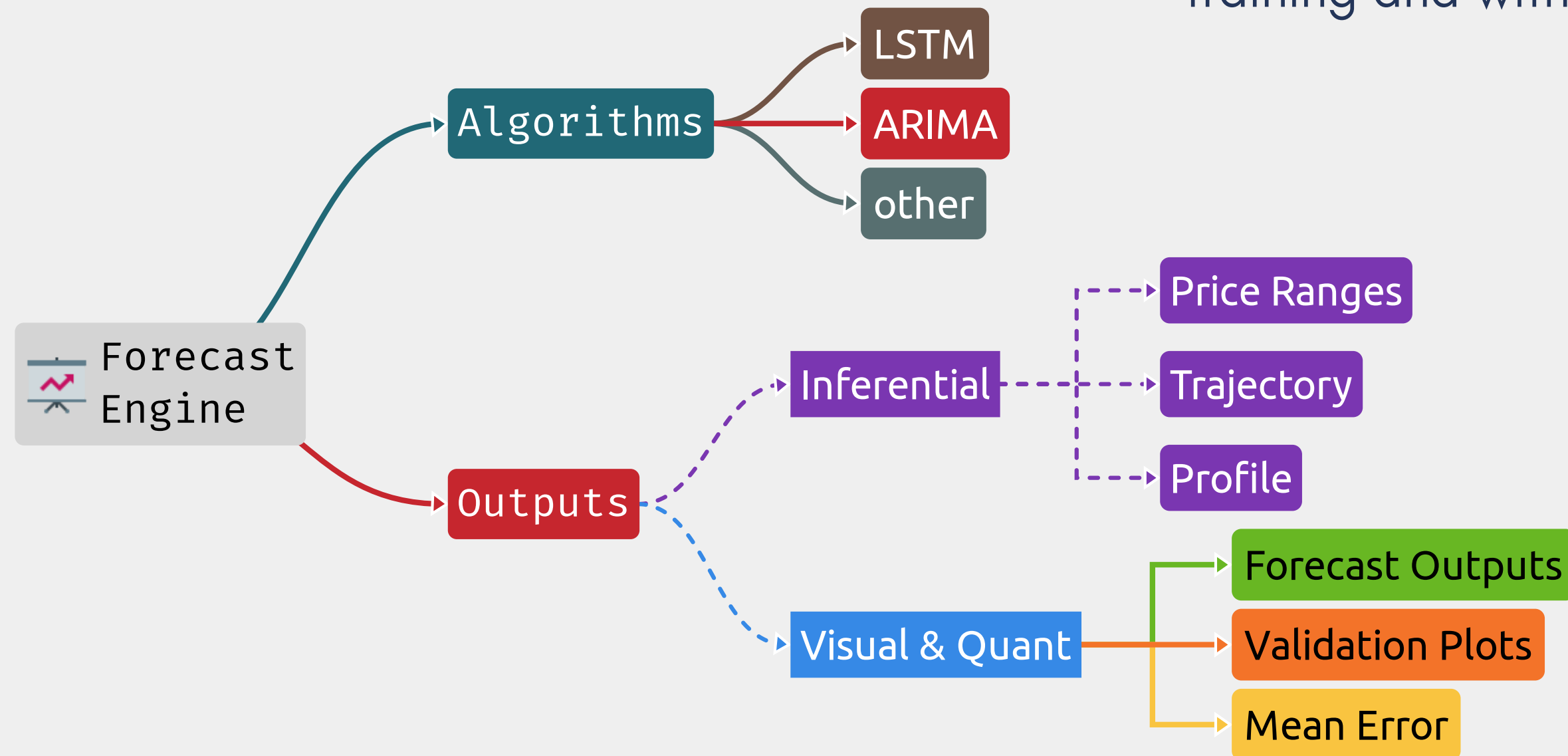
1. Predict Prices levels
2. Customize inputs and execute!
3. Assess your Predictions
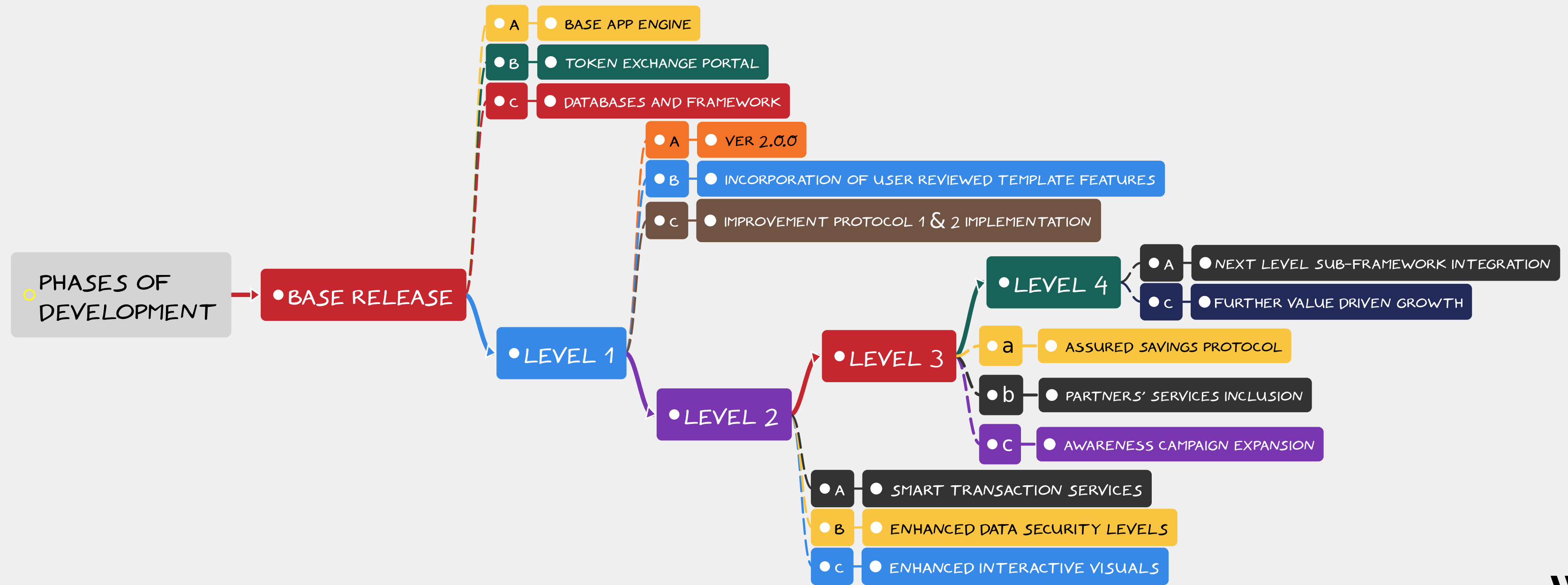4. Access and Download plots and data

»

DiscussionRow

Time tested trials, some serendipitous earnings, a little speculation – remain as trivia, unless proliferative efforts are made.

Free opinions are welcome, original work or analyses are going to be rewarded equitable, constructive commentary and feedbacks share similar levels of importance. To maintain this sanctity, the forum shall moderated (by experts (yes, personnel with unquestionable inclination towards Due Diligences), and people can therefore expect active attention on Ledgr's part to maintain it like so. Robustness and transparency, in compliance with regulatory policies are, counter intuitive to many, markers of a healthy, sustainable system.

In summary, use the forum, share your profits and insights. Try to help the ecosystem to develop.

»

Where Ledgr is holding ground today

Phases of Development

Base Release
- A — Base App Engine
- B — Token Exchange Portal
- c — Databases and Framework

Level 1
- A — Ver 2.0.0
- B — Incorporation of user reviewed template features
- c — Improvement Protocol 1 & 2 implementation

Level 2
- A — Smart Transaction Services
- B — Enhanced data security levels
- c — Enhanced interactive visuals

Level 3
- a — Assured Savings Protocol
- b — Partners' Services Inclusion
- c — Awareness Campaign Expansion

Level 4
- A — Next level sub-framework integration
- c — Further Value driven growth

IMPACT

01   Efficient Investments form Efficient Economies, both in the short and long timelines.

02   Ledgr has great regard for Public's knowhow and therefore we presume that the user is going to be erudite. An improbable presumption, yet, to estimate a Complex Adaptive Systems, boundary conditions must be held immutable. They bind the unknown-unknowns.

03   Active, knowledge driven engagement shall pave the way for opprtunities yet unexplored, but shall shape future economies as well as individual perceptions of wealth, asset ownership and investing in general.

»

Thank You

Write to us pronto!

r_xn | an1
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LEDGR INC.

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