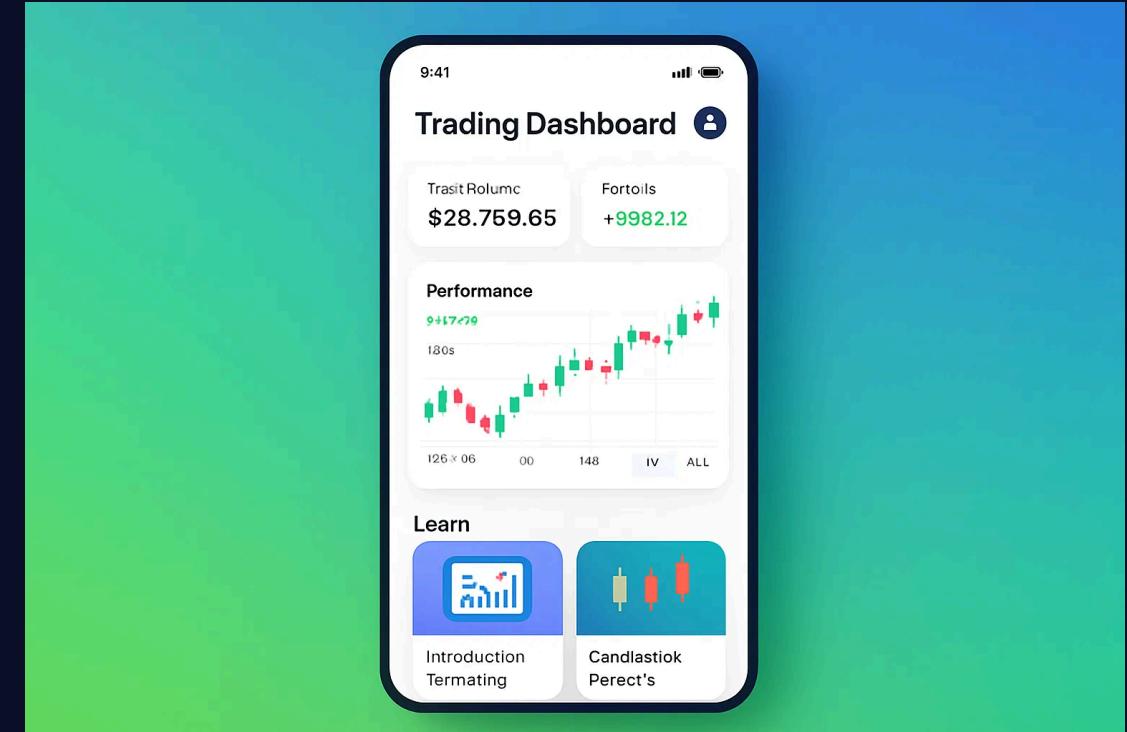


TRADEX INDONESIA

Platform Trading & Edukasi All-in-One

Trade Smarter, Learn Faster, Grow Together



78% FAILURE RATE: THE PROBLEM



💔 EXPENSIVE & INACCESSIBLE EDUCATION

Courses cost Rp 500K - Rp 15M with no "learn-to-earn" incentive

→ Barrier to entry too high

✖️ UNTRUSTWORTHY SIGNALS

Telegram groups full of scams, fake track records, zero accountability

→ No transparency or verification

🌐 GLOBAL PLATFORMS NOT LOCAL-FRIENDLY

High minimums (Rp 1M+), English-only, no local payment options

→ Inaccessible to Indonesian traders

😔 TRADING IS LONELY

Lack of supportive community leads to high dropout rates

→ No guidance or social validation

6 TRILLION RUPIAH MARKET GROWING AT 42% YOY

DIGITAL DEMOGRAPHICS

- Population: **278 million**
- Internet Users: **213 million (77%)**
- E-wallet Users: **165 million (60%)**
- Millennial & Gen Z: **135 million (49%)**

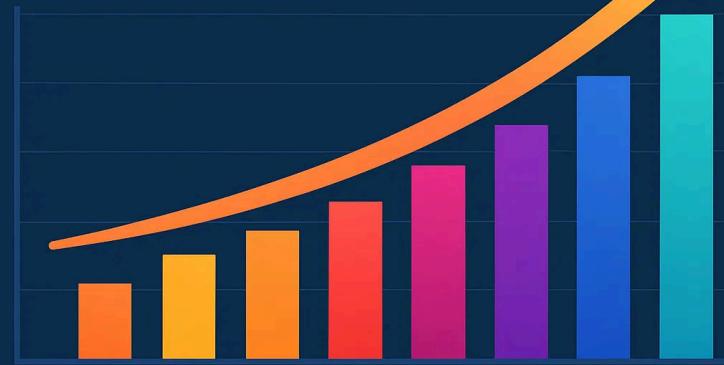
INVESTMENT BOOM

- Retail Investors: **11.5 million (2024)**
- Growth Rate: **+42% YoY**
- Avg Capital: **Rp 5-10 million**
- Avg Age: **28 years**

TAM (TOTAL ADDRESSABLE MARKET)

- Target Users: **5 million traders**
- ARPU: **Rp 1.2 million/year**
- Market Size: **Rp 6 TRILLION/year**

42% YoY Growth



INDONESIA

THE 9-IN-1 INTEGRATED ECOSYSTEM

EDUCATION HUB

Learn-to-Earn Gamification — Complete courses and get Rp 500K credit

TRADING SIGNALS

Blockchain-Verified Performance — 65%+ win rate (cannot be manipulated)

EXPERT ADVISORS

5 Automated Trading Bots — Backtested strategies with proven results

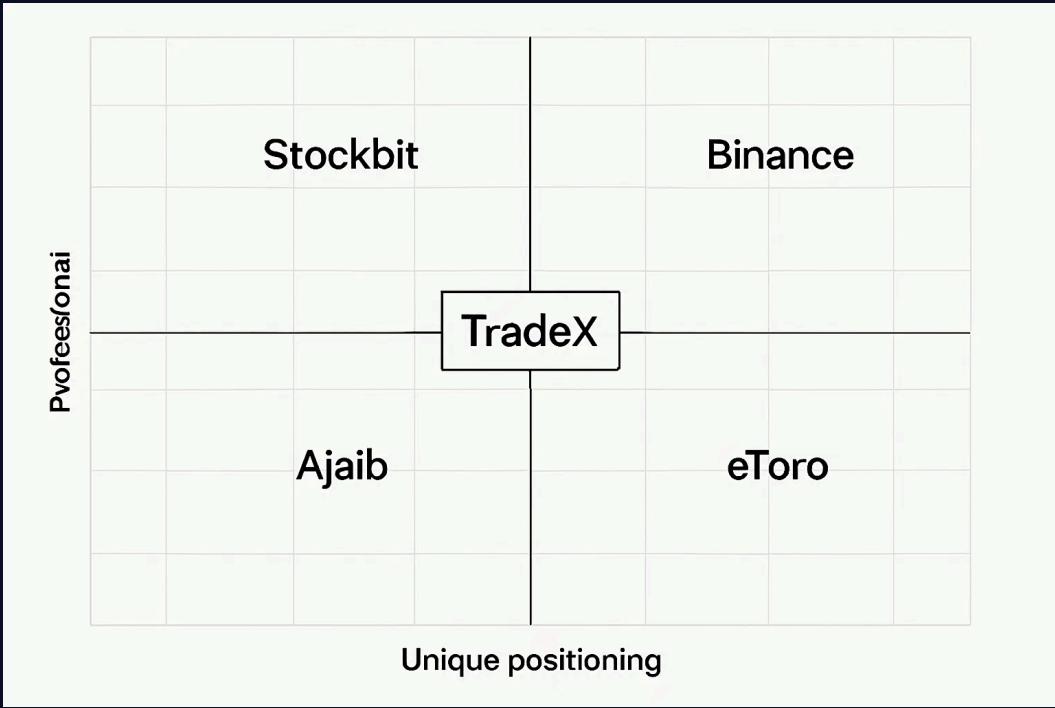
SOCIAL TRADING

Copy Top Traders Automatically — Community-driven learning ecosystem

STORE INTEGRATION (UNIQUE!)

Shop & Auto-Invest — Cashback from purchases goes directly into portfolio





UNIQUE POSITIONING: THE ONLY ALL-IN-ONE PLATFORM

FEATURE	STOCKBIT	BINANCE	AJAIIB	ETORO	TRADEX
Education	✗	⚠	✗	✗	✓
Signals	✗	✗	✗	✗	✓
Copy Trading	✗	✗	✗	✓	✓
Local Payment	✓	⚠	✓	✗	✓
Store	✗	✗	✗	✗	UNIQUE!
Blockchain	✗	⚠	✗	✗	✓

→ Competitors are specialized.

TradeX is the complete ecosystem built for Indonesian Millennials.

MULTI-STREAM REVENUE MODEL



YEAR 1 TOTAL REVENUE

Rp 38.4B

SUBSCRIPTIONS (60%)

Primary Revenue Driver

Pro: Rp 490K/mo | Elite: Rp 1.49M/mo
→ 5,000 paying users Year 1
→ ARPU: Rp 640K/month

EDUCATION (15%)

Courses & Certifications

Avg course: Rp 500K | Certification: Rp 2-5M
→ 500 course sales/month
→ Monthly: Rp 250M

COPY TRADING (10%)

Performance Fees

5% platform share of 20% profits
→ AUM: Rp 50M+ (Month 6)
→ Monthly: Rp 20M

STORE (10%)

Marketplace Integration

Product margins 15-30% | Platform fees 5%
→ GMV: Rp 500M/month (M6)
→ Monthly: Rp 75M

AFFILIATES (5%)

Partner Commissions

Broker partnerships: Rp 500K/user
→ 300 broker signups/month
→ Monthly: Rp 150M

3-PHASE GO-TO-MARKET: 50K USERS IN 12 MONTHS

PHASE 1: CAMPUS DOMINATION

Month 1-3

KEY INITIATIVES

- Campus Ambassador Program: 75 ambassadors in 25 universities
- Rp 1M/month compensation per ambassador
- Campus events & workshops
- Social Media Blitz: Instagram, TikTok, YouTube
- 50 micro-influencers @ Rp 2M each

Target Users:

3,000

Focus Segment:

University Students

Budget:

Rp 175M

PHASE 2: DIGITAL EXPANSION

Month 4-6

KEY INITIATIVES

- Paid Advertising Scale: Google Ads (Rp 250M), Facebook/Instagram (Rp 200M), TikTok (Rp 100M)
- Strategic Partnerships: 3+ broker partnerships
- Corporate programs & university collaborations
- Performance marketing optimization

Target Users:

10,000

Ad Spend:

Rp 550M

CAC Target:

Rp 75K

PHASE 3: MARKET LEADERSHIP

Month 7-12

KEY INITIATIVES

- Brand Building: PR in TechInAsia, DailySocial
- Trading competitions with Rp 100M prizes
- Thought leadership content
- Viral Mechanics: Referral program (Rp 50K per friend)
- User-generated content campaigns

Target Users:

50,000+

Paying Users:

5,000

Conversion Rate:

10%

Blended CAC Target (All Phases):

Rp 132K

BREAK-EVEN IN MONTH 2: RAPID PATH TO PROFITABILITY

MONTH 1

Users: **1,000**

Paying: **100**

Revenue: **Rp 101M**

Expenses: **Rp 180M**

Net: **-Rp 79M** X

MONTH 2

Users: **2,500**

Paying: **400**

Revenue: **Rp 369M**

Expenses: **Rp 220M**

Net: **+Rp 149M** ✓

MONTH 3

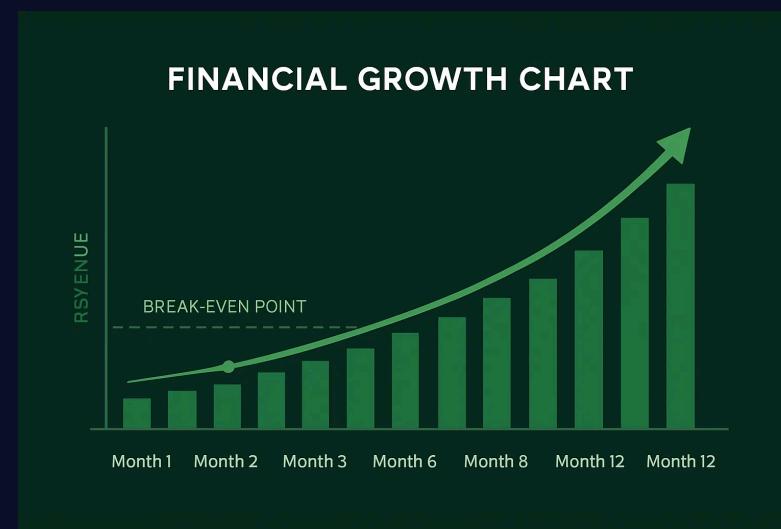
Users: **5,000**

Paying: **1,000**

Revenue: **Rp 897M**

Expenses: **Rp 260M**

Net: **+Rp 637M** ✓



90-DAY SUMMARY

Total Revenue: **Rp 1.368B**

Total Expenses: **Rp 660M**

Net Profit: **Rp 708M**

KEY METRICS

Conversion: **20%**

ARPU: **Rp 456K**

LTV: **Rp 2.1M**

CAC: **Rp 132K**

UNIT ECONOMICS

LTV:CAC Ratio: **15.9:1** ✓

Payback Period: **~3 months**

Gross Margin: **68%**

LEAN 11-PERSON TEAM

👤 LEADERSHIP (3)

- **CEO/Founder**
Strategy, fundraising, partnerships
- **CTO/Technical Lead**
5+ years fintech | Product & architecture
- **Head of Marketing**
Growth marketing expert | User acquisition

💻 DEVELOPMENT TEAM (5)

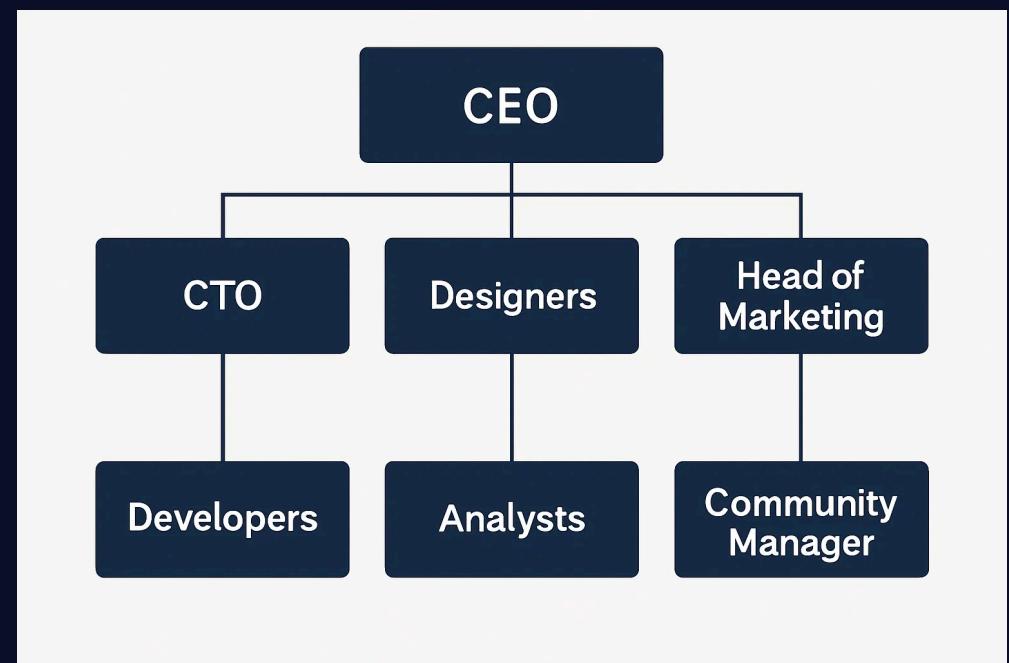
- **2x Backend Engineers**
- **1x Frontend Engineer**
- **1x UI/UX Designer**
- **1x DevOps Engineer**

⌚ OPERATIONS (3)

- **3x Trading Analysts (signals)**
- **1x Community Manager**
- **1x Content Writer**

MONTHLY BURN RATE (SALARIES)

Rp 275M



SEEKING RP 2.5B FOR 10% EQUITY

💰 INVESTMENT TERMS

Funding Ask:	Rp 2.5 Billion
Equity Offered:	10%
Pre-Money Valuation:	Rp 25 Billion
Post-Money Valuation:	Rp 27.5 Billion

📊 USE OF FUNDS

Marketing & Acquisition	38%	Rp 950M
Technology & Development	35%	Rp 875M
Operations & Legal	15%	Rp 375M
Product & Content	12%	Rp 300M

✓ KEY HIGHLIGHTS

- Break-even in **Month 2**
- 50K users by **Month 12**
- Rp 38.4B revenue in **Year 1**
- LTV:CAC ratio **15.9:1**

INVESTMENT OPPORTUNITY

**Rp 2.5
BILLION**

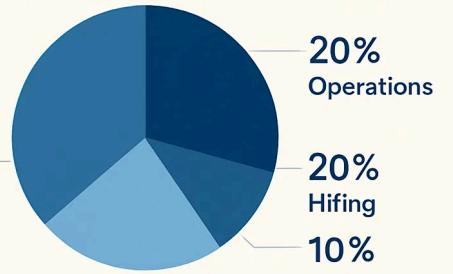
FUNDING ASK

**10%
EQUITY**

**Rp 25
BILLION**
VALUATION

USE OF FUNDS

- Product Development
- Marketing
- Operations



96-240X RETURN POTENTIAL IN 3 YEARS

CONSERVATIVE CASE

Year 3 Revenue: **Rp 50M/month**

Annual Revenue: **Rp 600M**

Valuation Multiple: **4× Revenue**

Company Valuation: **Rp 2.4T**

Your 10% Stake: **Rp 240B**

Initial Investment: **Rp 2.5B**

RETURN MULTIPLE

96×

In 3 years from investment

BASE CASE (LIKELY)

Year 3 Revenue: **Rp 100M/month**

Annual Revenue: **Rp 1.2B**

Valuation Multiple: **5× Revenue**

Company Valuation: **Rp 6T**

Your 10% Stake: **Rp 600B**

Initial Investment: **Rp 2.5B**

RETURN MULTIPLE

240×

In 3 years from investment

EXIT OPPORTUNITIES

SERIES A (18 MONTHS)

Raise **Rp 50-100B** at higher valuation. **Partial exit** opportunity for early investors.

STRATEGIC ACQUISITION (2-3 YEARS)

Acquisition by **Stockbit, Ajaib**, or regional fintech player. **Full exit** at premium valuation.

IPO (5 YEARS)

Public listing on **IDX** or regional exchange. **Maximum liquidity** and valuation potential.

LET'S BUILD THE FUTURE TOGETHER

FUNDING ASK

Rp 2.5B

EQUITY

10%

EXPECTED RETURN

96-240x

NEXT STEPS

1

SCHEDULE MEETING

Deep dive on tech architecture, meet core team, review detailed financials

2

DUE DILIGENCE

Legal structure review, market validation, reference checks

3

TERM SHEET

Finalize terms, legal documentation, wire transfer

4

LAUNCH

Board seat setup, regular updates, go-to-market execution

 Email: founder@tradex.id

 Website: www.tradex.id

 ^{July 17} Schedule: calendly.com/tradex

TRADE SMARTER, LEARN FASTER, GROW TOGETHER