

### **DESIGN PRINCIPLES**

## The crème de la crème

Our customers expect the best, and we deliver.

We sweat the details to deliver a premium, compelling experience in an industry where craft is a rarity.

# Each piece with purpose

We are a long-term evolving platform, built for the future from the blueprints we make today.

Each piece is purposefully built in service of the next iteration.

# Accessibly complex

We take the creative, complex, and constantly shifting nature of our product seriously.

Guiding and protecting our customer's trades, while leaving them in control.

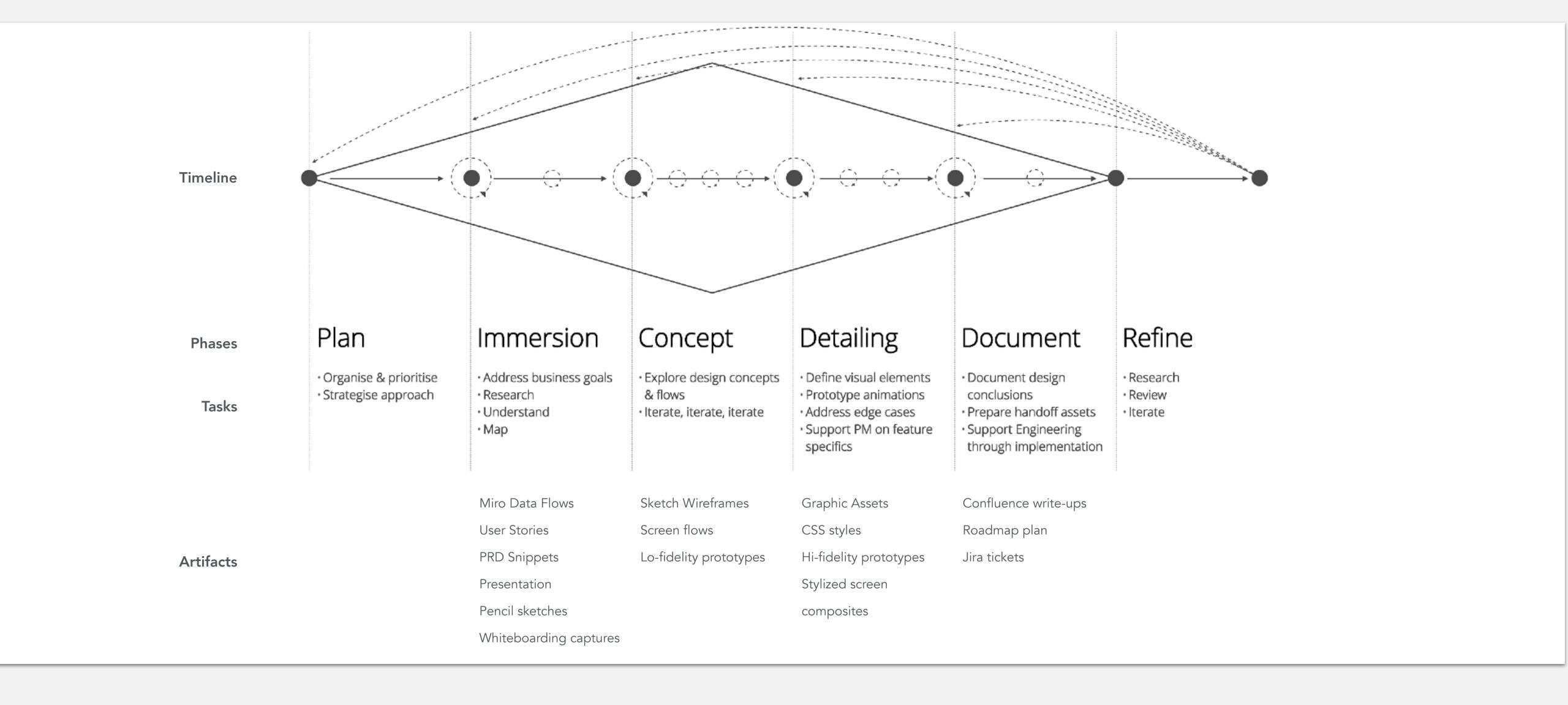
## An open book

We fight ambiguity to deliver an informed and inclusive trading experience that is clear, consistent, honest, and worthy of our customer's trust.

Portfolio 2018-2021 http://udays.xyz



### **DESIGN PROCESS**



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