

**TRADR**

**FINCON**

**FINALIST**

# FINTECH STARTUP

COMPETITION

PRESENTED BY MARKETPLACE BY FINCON



**TRADR has been selected as 1 of 7 finalists that will compete on stage in front of an audience of 2,000+ attendees at the country's biggest FinTech startup competition.**

**The competition will be taking place on Thursday, October 19<sup>th</sup> in New Orleans, LA.**

**Wish us luck!**

# WHAT IS TRADR?



TRADR is a mobile app that automates the process of following financial markets

TRADR was designed for users to instantly see what is most relevant at any given time, based on the securities, asset classes, or trading strategies that they care about

TRADR makes following financial markets simple, effortless, and incredibly fast

# THE PROBLEM WITH CONVENTIONAL APPS



All conventional apps present data the same way, a percentage change in nominal terms

The problem is no two securities are created the same

Watchlists leave users scrolling around trying to guess what might be relevant by looking for big numbers

This is a terribly inefficient way to follow markets

2:41

## Watchlist

500	SPX500USD	US SPX 500	3794.7	-0.5	-0.01%
SPDR	SPY	SPDR S&P 500 ETF TRUST	378.18	-0.65	-0.17%
100	NDQ	US 100 INDEX	11797.64	+69.11	+0.59%
30	DJI	Dow Jones Industrial Av...	30649.21	-123.59	-0.40%
\$	DXV	U.S. Dollar Currency Index	108.485	+0.465	+0.43%
100	UKX	FTSE 100 Index	7039.82	-116.56	-1.63%
X	DAX	DAX Index	12519.66	-236.66	-1.86%
225	NI225	Nikkei 225 Index	26643.32	+164.77	+0.62%
Bitcoin	BTCUSD	Bitcoin / U.S. Dollar	20696.09	+463.74	+2.29%
Ripple	XRPUSD	Ripple / U.S. Dollar	0.32768	+0.00415	+1.28%
Ethereum	ETHUSD		1193.44		

Watchlist | Chart | Ideas | News | Menu

TRADINGVIEW

\$0.00 Investing

## Lists

My First List  
14 items

TSLA	Tesla	-0.57%
MSFT	Microsoft	+0.66%
NFLX	Netflix	-1.01%
META	Meta Platforms	-2.99%
AAPL	Apple	+2.08%
BABA	Alibaba	-5.05%
DIS	Disney	-1.17%

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Indexes

Region	A-Z	Price	% Change
<b>U.S. &amp; AMERICAS</b>			
DJIA	Dow Jones Industrial Average	30,637.54	-135.25
NASDAQ	NASDAQ Composite	11,273.21	+25.63
S&P 500	S&P 500 Index	3,792.07	-9.71
RUSS 2K*	Russell 2000 Index	1,703.55	-22.49
VIX	CBOE Volatility Index	26.61	-0.21
TSX COMP*	TSX COMP	18,353.81	-261.38
TSX 60*	S&P/TSX 60 INDEX	1,114.69	-17.02
Mexico S&P/BMV*	Mexico S&P/BMV IPC	46,742.78	-718.57

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Buy | Sell

Dow Jones	30,655.62	-117.17 (-0.38%)
S&P 500	3,794.60	-7.18 (-0.19%)
Nasdaq	11,275.78	+28.20 (+0.25%)
Small Cap 2000	1,708.70	-16.74 (-0.97%)
S&P 500 VIX	26.58	-0.24 (-0.89%)
S&P/TSX	18,365.51	-249.68 (-1.34%)
Bovespa	96,160	-1721 (-1.76%)
DAX	12,519.66	

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# A FUNDAMENTALLY DIFFERENT APPROACH



**TRADR uses percentile rankings to present data in relative terms**

**TRADR creates relevance scores from 0 - 100**

- 7,500+ securities, indices, sectors, etc.
- Performance, volume, daily range, and more

**Makes complex data simple and straight forward**

# A FUNDAMENTALLY DIFFERENT APPROACH



Each feed is presented in descending order of relevance, so users instantly see what matters

Large charts embedded in the feed make it easy to visualize moves and see broader trends

Users can easily scroll through pre-built, social media-style feeds, focusing on different asset classes, trading strategies, or style factors



# A FUNDAMENTALLY DIFFERENT APPROACH



TRADR'S algorithm was designed to instantly show what is most relevant

We are leveraging AI to explain why something is relevant right in the feed

TRADR's **AI Context** feature provides brief summaries of earnings announcements, breaking news, and economic data releases



# KEY DIFFERENCES

## Conventional Apps

1. Nominal, no context
2. Watchlist
3. Just the securities you select
4. Limited asset classes
5. Bloated with news/opinion/bias



1. TRS, instant context to any metric
2. Relevance-driven feeds
3. Follow everything with zero setup
4. Every major asset class
5. Algorithmic, data-driven, AI context

# USE CASES

1. **TRADR was designed for users to quickly glance at their phones and instantly know what is relevant without having to do anything.**

**Financial markets coverage is noisy and dominated by opinion, bias, and subjective information. TRADR cuts through the noise with math and statistics.**

2. **It is impossible to follow everything manually. TRADR provides users with considerably better situational awareness by monitoring every major security.**

# USE CASES

3. TRADR is also an excellent tool for generating trade ideas for active traders or helping longer term investors find better entry/exit points.
4. When big events unfold like a surprise hike in interest rates, Russia invading Ukraine, or a natural disaster, users can instantly see the impact.
5. TRADR provides charts directly in the feed and allows users to quickly scroll through them. While this may seem mundane, no other app provides this and it will be extremely attractive to technical traders looking for chart patterns.

# FOUNDER BIO



- **Currently working as Lead Software Developer, Financial Applications for Bread Financial**
- **B.S. Finance from Carnegie Mellon**
- **MBA Investment Management from Ohio State**
- **Learn more and hear our founder's story...**

[\*\*tradr.app/about\*\*](https://tradr.app/about)



# COMPETITIVE LANDSCAPE AND TARGET MARKET

## NEWS & ANALYSIS APPS

Yahoo Finance  
TradingView  
Investing.com  
CNBC  
MarketWatch  
Bloomberg  
Seeking Alpha

**902 M**

VISITS / MO

## BROKERAGE APPS

Charles Schwab  
Fidelity  
TD Ameritrade  
E\*TRADE  
Robinhood

**184 M**

VISITS / MO

## FINANCIAL NEWS MEDIA

Fox Business  
CNBC  
Bloomberg  
Real Vision

**500 M**

VIEWERS

# LAUNCH & GROWTH STRATEGY

- Launched July 2023, available now at [tradr.app](https://tradr.app) and [Apple App Store](#)
- Participating in startup competitions
- Affiliate program
- Automated Twitter content [@DownloadTRADR](#)
- Paid Twitter ads



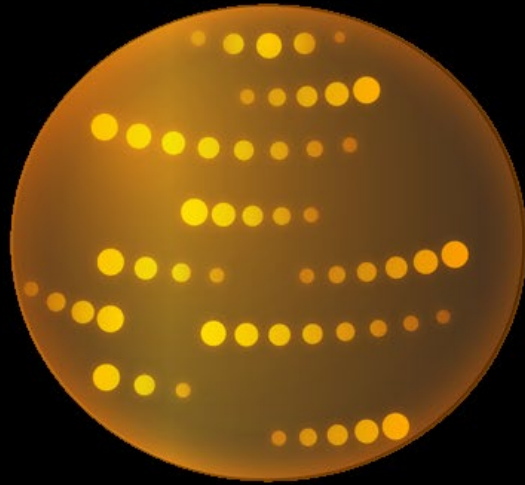
# MONETIZATION STRATEGY

- **Combination of an ad supported free tier and a paid subscription tier**
- **The free tier welcomes new users into the app in a frictionless way**
- **The social media style feeds make it easy to embed native mobile ads with higher eCPM (\$3 vs \$0.50) directly in the feeds, much like Facebook or Instagram ads**
- **The paid subscription tier provides access to additional feeds – international indices, commodities, etc. – as well as additional features**
- **Affiliate program with 12 month 80% profit share to drive traffic/subscriptions**



# SEED ROUND

- **We are looking for a strategic partner or lead investor to help accelerate our growth as we scale**
- **We are seeking to raise \$1.5m on a \$10m pre-money valuation**
- **Our focus post-launch is two-fold...**
  - **Rapidly delivering our extensive product roadmap. We are looking to hire one or two additional developers to accelerate product development.**
  - **Driving growth and brand awareness primarily through affiliate marketing, sponsored content, and trade shows.**



# TRADR

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