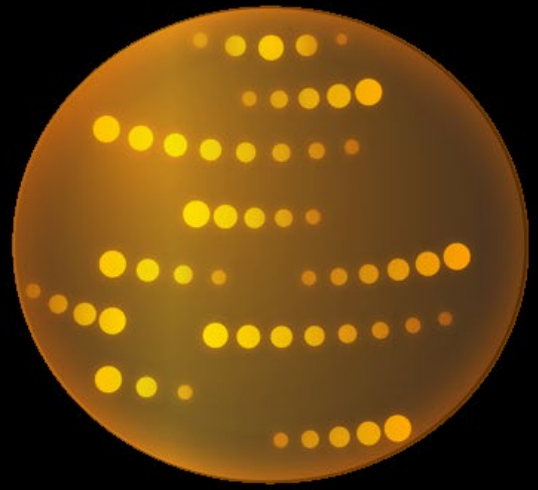


TRADR

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 19th 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

TRADR

THE PROBLEM WITH CONVENTIONAL APPS

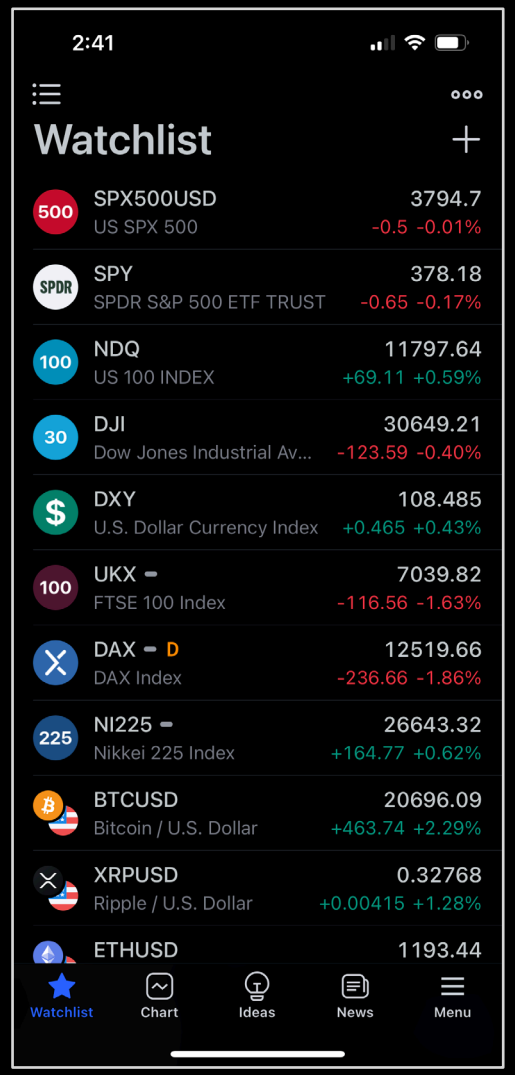
All conventional apps present data the same way, a percentage change in nominal terms

The problem is no two securities are created the same

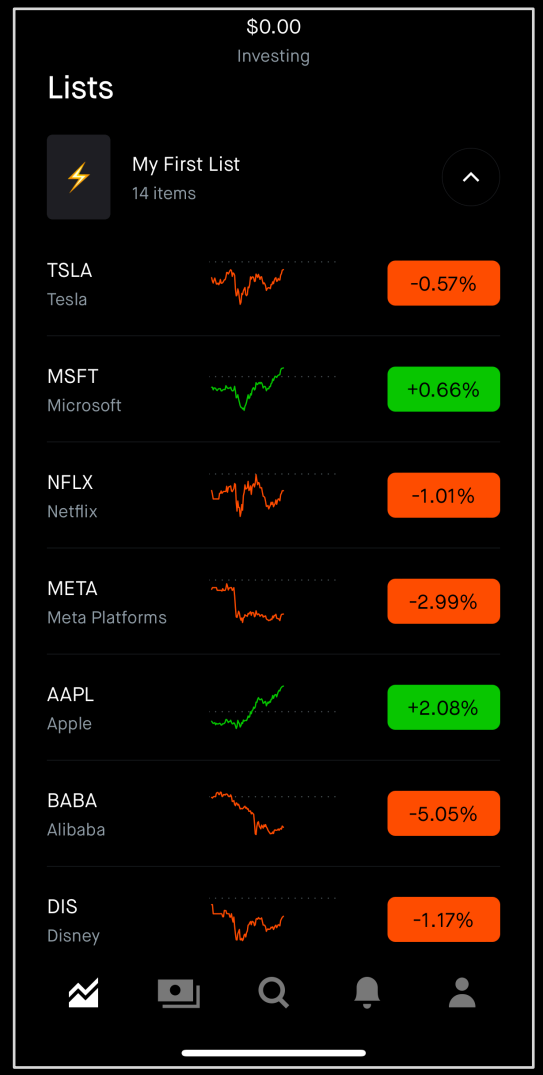
Watchlists leave users scrolling around trying to guess what might be relevant by looking for big numbers

This is a terribly inefficient way to follow markets

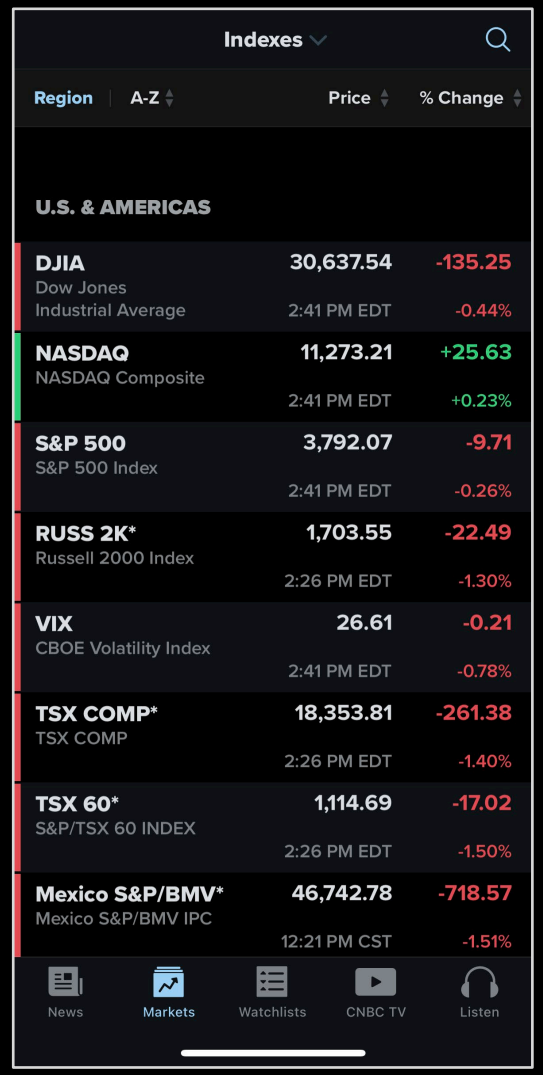
TRADR



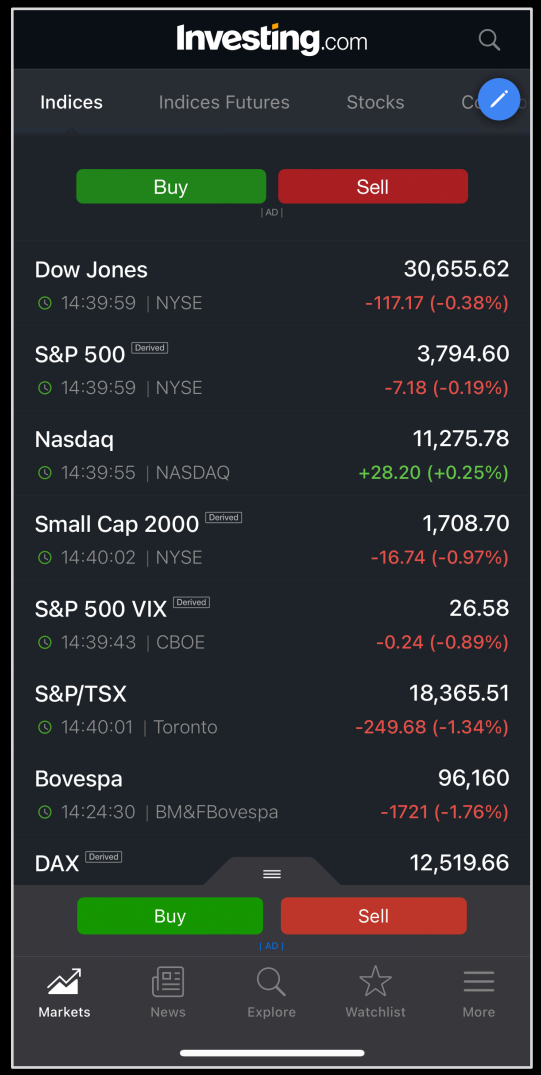
TRADINGVIEW



ROBINHOOD



CNBC



INVESTING.COM

TRADR

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

TRADR

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

TRADR

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

TRADR

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

TRADR

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

TRADR

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

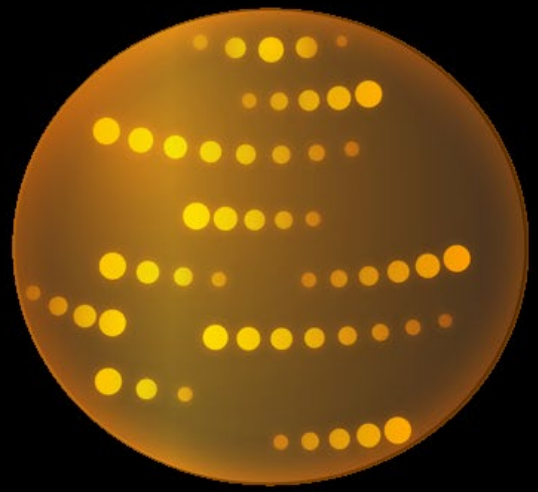
- Launched July 2023, available now at tradr.app and Apple App Store
- Participating in startup competitions
- Affiliate program
- Automated Twitter content @DownloadTRADR
- Paid Twitter ads

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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