

TRADURE

COMPLICATED WORLD. SIMPLIFIED TRADING.

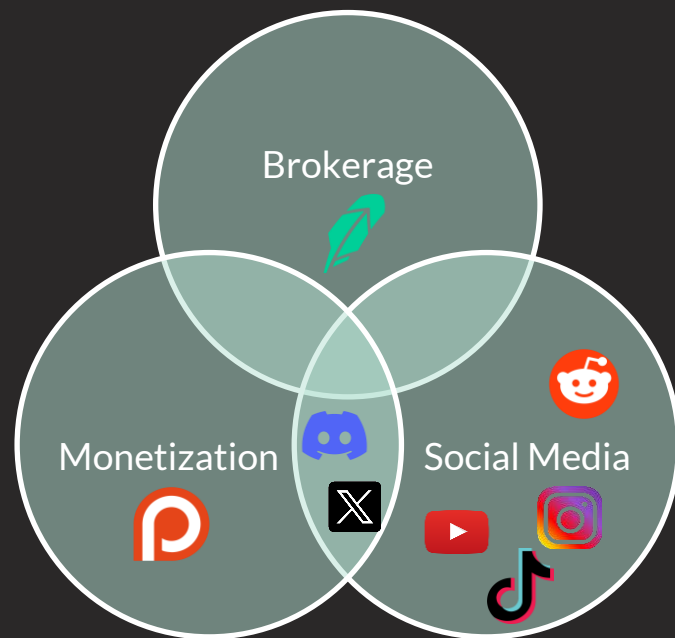


The Problem

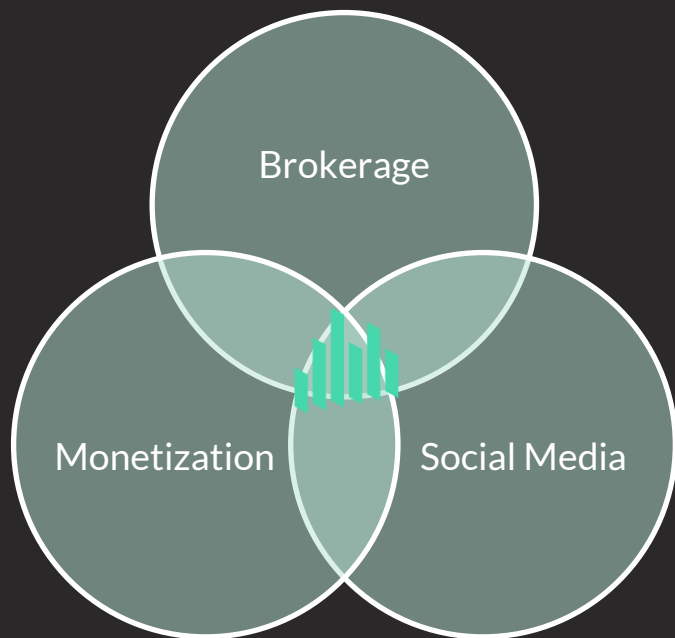
There is a large community of finfluencers offering investment guidance online, however these communities are fragmented across multiple platforms.

There is no unified platform where finfluencers can offer their followers brokerage, monetization, and social media support on one unified platform. This creates a management bottleneck for finfluencers requiring them to direct followers to multiple platforms, or private rooms, to achieve monetization.

Alternatively, for people following the finfluencers' guidance, even after subscribing the trade execution is air gapped requiring users to exit the subscribed experience, manually place their own trades, and miss entries and exits in line with the finfluencers' guidance.



Our Solution



Tradure provides a unified platform offering brokerage, monetization, and social media support.

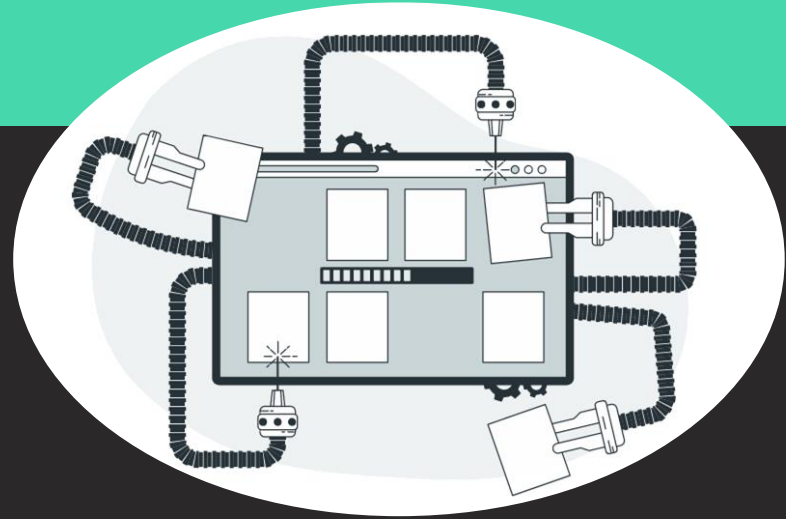
Influencers are able to design their portfolios and active trading strategies using our proprietary low-code strategy builder and deploy them to the Tradure marketplace.

From the marketplace, users on the platform can adopt these influenced strategies, comment, rank, and interact with others on the platform.

The influencers' portfolio designs and trade executions will then reflect 1:1 on the followers own portfolio and influencers are able to collect fees on the assets managed.

Our Approach

Why can you set a limit or stop order on the price of a stock but not for a **technical** or **fundamental** value?



Technical

Native technical indicators serve as execution points for trading strategies

Fundamental

Automate trading using company valuation metrics to execute buys and sells

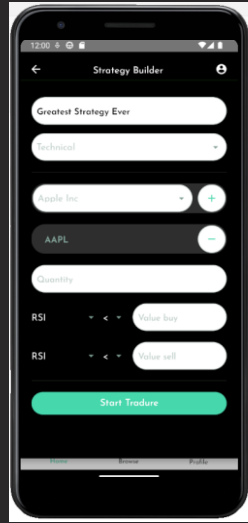
Portfolio Management

Automatic rebalancing, trade execution, and benchmarked performance analysis

**Each aspect of Tradure's three pronged strategy approach allows for automated performance back testing with statistical analysis. Don't want to automate? No problem. Users can still manually manage their portfolios.*

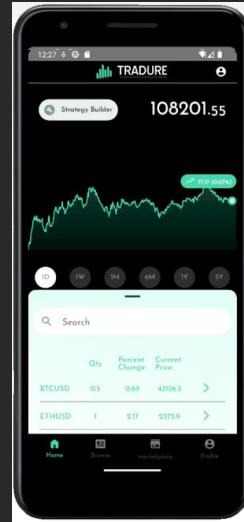
The Power of Mobile

Engineer



Finfluencers engineer and deploy portfolios within the Tradure strategy builder

Earn



Finfluencers earn based off deployed portfolios. Users earn from strategy returns.

Engage



Users interact with Tradure social to comment and rank influencer performance

The Model

We provide the **software** and **marketplace** for amateurs and financial professionals to deploy their strategies over our marketplace to be adopted by users in a seamless low time to value interface.

Much like Uber, **Finfluencers**, “The Drivers”, publish their strategies to our marketplace where **Users**, “The Riders”, adopt and trade off these strategies in a 1:1 format. If a finfluencer places a trade, that trade is reflected in the followers account.

Tradure is looking to generate **revenue** based on fees collected from finfluencers, “The Drivers,” and **freemium memberships** from strategy users “The Riders.”

Our value proposition lies in providing this unified ecosystem of tools that allow users to engineer, earn, and engage all from one platform eliminating air gapping.



Our team



Grady Sullivan

Computer engineer and AI/ML graduate with focus in quantitative finance



Ashton Gray

Application owner with expertise in designing banking systems, dev ops, and google cloud platform



Nick Basti

UI/UX specialist with experience building wealth management applications



Chad Cordani

Executive driving business model and execution as well as sales and outreach

All 4 of the Tradure founders met and began building Tradure as students at the University of Massachusetts, Amherst. Our interest with improving the retail trading experience brought us together.



Thank you

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