

TRADERSMAIL.net
Transparency Validity Community
A Disruptive Technology
Business Overview

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Disruptive Concept for Trading

Problem: “I wish I could let everyone know about my trades as soon as my order was executed. I wish there was a way to connect my electronic trade ticket to an email.”

Solution: A trading email application that allows traders (individuals or professionals) to send an email to a pre-determined and pre-populated list as soon as they execute a trade. From this concept a Social network is created that is disruptive to trading and advising industry

Application Benefits

- All trades are tied in real time to their exact execution, no fudging, no tweeting, no stock twitting, no chat room nonsense
- Gives traders and investors results in real time, creating opportunities for firms to seed new hedge funds and managers
- Allows great stock pickers/advisers to gather more assets as well
- Tradersmail.net - Social trading network for increased access to investors and trade history
- Game changer for newsletter writers: “put up or shut up”

How it works

Order placed to buy 1000 AAPL



Email generated to pre-determined list



Email notes buy/sell/price/quantity/symbol



Information consumed by distribution list

Target Clients

- Individual investors
- Traders/brokers
- Brokerage firms/compliance officers
- Small non market moving Hedge funds
- Money managers/RIA's
- Investment clubs/Newsletter writers

Across ALL Asset Classes

Market Opportunity

Our application is applicable to several multi-billion dollar trading markets

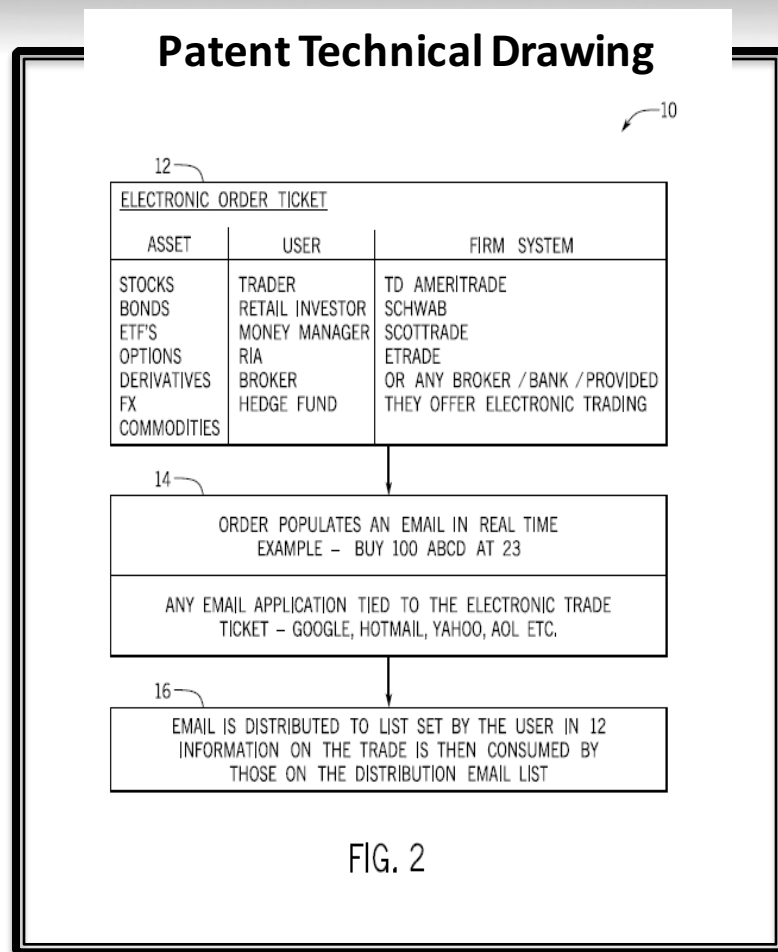
- Online trading: Just 4 major online firms execute 2 million DARTS per day in U.S. equities only
- Other global markets dwarf U.S. equities trading – futures, commodities, bonds, FX
- M.V.P. – focus on domestic equities, ETF, equity options
- Expand to other asset classes/geographies over time

Competitive Landscape

- This technology will disrupt the trading and advising industry –Community, Transparency, Validity
- Other platforms and social trading networks are developing, demonstrating market demand
- No other platform provides validity or transparency on trades or results- not Twitter, not Stock Twits, or any chat room.
- Market Risk/Opportunity: Opportunity to be first mover in this space

Competitive Advantage

- ✓ Patent pending software. Patent search has revealed no other patent
- ✓ Founder and CTO industry expertise
- ✓ Clearly defined and addressable global market- highly scalable
- ✓ Access to the market and potential customers
- ✓ Successful test July 2014



Use Cases

Investment Clubs

- Disclose trades in real time to members

Retail Investors

- Notify family or friends of trades

Prop Traders

- Share trades in office or globally

RIA/FA/ CRO

- Notify clients in real time or watch problem brokers, in real time

Newsletter Writers

- Add credibility and value to their subscribers

Small Hedge Funds

- Notify investors on stocks bought, sold or hedged

Business/Revenue Model

Tradersmail.net

There are several revenue models from Tradersmail.net

- Fee to users who want to communicate directly with their investors/customers/friends/prospects: download software from the site
- Licensing revenue from brokerage firms
- Rev-share with partners
- Tradersmail.net users – software free to users who set up webpage on site, email on trades goes directly to web page, can set their site to private or public, pay per view access, subscription model, tradersmail.net earns commissions/rev share
- Community builds and ad revenue generated –Facebook for traders/investors
- Calculate returns for free to users, sell data to prime brokers, investors
- Subscription revenue – sell access to trades or site. Revenue share with Tradersmail.net

Opportunities across asset classes globally and customer type after M.V.P.

Revenue Channels

Advertising

- Advertisers can place ads on emails or onsite

Cap Intro

- Results audited in real time top performers can get seeded

License

- License technology to firms for their clients

Data

- Users are an attractive demographic factual data sets derived

Subscriptions

- Top performers charge for emails for new clients

Tradersmail.net

- Social Network for traders/investors with audited real time results

Founder & Industry Expert



John McGonegal

Former trader, Quick and Reilly Group

Vice President Equity Derivatives, NYSE LIFFE U.S.

Vice President, NYSE Euronext

Senior Vice President Equities, The American Stock Exchange

Global Capital Markets SME and Managing Principal, The Verizon Financial Network (VFN), a trading ecosystem with over 500 customers globally

Chief Technology Officer

Dan Doney

- MS, M.I.T. Nuclear Engineering
- BS, Control Systems Engineering, Economics, U.S. Naval Academy
- CEO Securrency
- 12 years US Navy Submarine duty
- Senior level DOD Intelligence experience
- Defense Intelligence Agency Chief Innovation Officer

Pilot Program Completed

Asset Classes: equities, ETFs, equity options

- Concept works in July 2014 test
- 100's of trades done at well known online U.S broker
- Trades sent to distribution list in real time.
- Futures, FX, Commodities next asset classes to test after angel round and M.V.P. website built
- Details/confirmations available on request

UPDATE 3/2015

- NDA signed with global provider of financial services trading technology
- Company is publicly traded
- World leader in brokerage technology, website design and development
- Major roster of world class customers
- To provide website build, global marketing, legal work on patent once internal investment process completed
- Executives available for discussion upon verified interest

Summary

- Patent pending, Patent search has revealed no other patent
- Real time results achieved in July 2014 test
- Global opportunity across multiple asset classes
- Customer choice: direct email to clients/prospects/friends, emails to webpage, private, public displays of trading/investing data, any combination. Customer controls views/privacy, delivery and latency
- Transparency; Ability to audit trading data
- Multiple revenue opportunities
- New product idea; social networking marketplace, disruptive
- Led by recognized industry expert
- Technology and business advisors with vast industry experience
- Clearly defined and addressable market, highly scalable
- First mover opportunity

Financial

- Pre Money Valuation: CONSIDERATIONS
 1. Patent pending
 2. Patent search back with no issues- search document is available
 3. Industry expertise- Both Founder, Technology team and advisors
 4. Clearly defined addressable global market, highly scalable
 5. Working prototype, successful testing completed, verifiable
 6. First mover advantage – Validity, Transparency, Community- for traders and investors
 7. NDA signed with global partner
- Funds to be used for final legal work/retainers on patent and M.V.P. site

Contact Information

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