

Automated trading algorithms for crypto

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Samenvatting

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Contact & Site

Extra beschrijving

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This innovative fintech company is founded out of the needs of (crypto) traders. This company helps crypto traders to offer trading strategies to the market without all the peripheral matters. They have developed an open-source tool for the backtesting of trading strategies and this tool is protected with a commercial license. The publicly available version can not be used in a live environment by an end-user but can only be used by this company. A crypto trader can provide their strategies in the online tool. The company helps then to form the strategy to an algorithm and helps with optimisations, executions and commercialisation. This allows companies and users to easily automate and successfully implement their trading strategies.

Upon request of their customers, this company has built its own platform that enables users to use multiple automated trading strategies or bots at the same time in a user's crypto account. Their system works with every big broker/exchange in the crypto market. Other markets are on the future roadmap. The algorithms, and combinations thereof, can also be used on other crypto platforms. Due to the complex infrastructure multiple algorithms are centralized in an innovative way and can be sent to multiple receivers in various combinations.

Additionally, at the request of another partner of this company a B2B solution has been developed that the company is rolling out currently. This solution

allows companies to employ their algorithms and portfolios and offer this to their customers, both with their own branding (white-label) or with joint branding. There are signed deals for this product and it is ready to be scaled.

The company exists since the beginning of 2021. Currently, they received €249.000,- in funding and in April they traded around €60 million in trading volume. Up to this date, they did more than €150.000,- in turnover. The investment will be used to further develop the infrastructure, to roll out the products in the market and scale up marketing campaigns.

Business Model:

Performance fee on profit, management fee on total assets and transaction fee. This applies to both B2B and B2C clients.

Customer type / profile:

B2C / B2B

Preferable investor type:

Angel investor; Venture Capitalist

USP's:

Taking everything but strategy development out of the hands of algorithm creators. Running a lot of algorithms simultaneously in someone's own account with control over their own money (and not at the startup) for investors. A B2B solution that no other party offers.

Capital amount needed:

€500.000,-

Investment need:

- €150.000,- for sales/marketing
- €150.000,- for development
- €200.000,- for the team

Sector:

Crypto/Blockchain, Fintech, B2B software, B2C software, ICT and Business services

Phase:

Early Growth

Number of founders:

2

Current number of employees:

10 FTE

Monthly turnover (current):

€22.000,-

Turnover (forecast) next 12 months:

€50.000,- per month

Turnover (forecast) months 13 - 24:

€200.000,- per month

Current monthly expenses:

€35.000,-

Funding raised:

€249.000,-

€50,000 comes from an algorithm trading party and €199,000 from crowdfunding.

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