



Proposal of LiveTradeSignals Software as a Service

Description of Service

The LiveTradeSignals Signal Service is comprised of two portfolios of algorithmic FX trader strategies covering major FX pairs on a 24 hour Sunday night to Friday night web based service.

- Fully-managed ASP offering; no requirement to invest in hardware or technical support resources
- Scalable architecture supports any number of users from one user to thousands of users
- High availability system with full resiliency
- 24x6 customer support
- Connectivity to all major markets
- Trade Signals via Web, Java and Email

Features Offered

Individual access to trade signal service

Two Portfolios of Algorithmic Strategies delivered 24 hours a day Sunday to Friday

On Demand Webinars and Tutorials

Live tutorials with LiveTradeSignals staff 2 times per week (Times TBD) - Utilizing LTS's Virtual Trade Room, users can log in and interact with LTS staff to discuss how to make best use of the LTS Signal Service. LiveTradeSignals 2 day Trader Boot Camp for Proprietary Traders.

Delivery

LiveTradeSignals can deliver a standard (non-white label) listing of user credentials or (white label) within one business week. A client may elect to have the subscriptions run through LiveTradeSignals or themselves depending on their business strategy.

Client Usage Transparency

LiveTradeSignals will require the client firm to supply a reference list of dormant customers which LTS will assign individual user access to. The client firm will supply LTS with an end of month report of the dormant accounts activity for review of increase in volume / use of signals.

The dormant client list should include clients that meet the following criteria:

1. Account has not had traded activity within the past 30 calendar days
2. Account has had trade activity with the past 90 days
3. Account balance is at least \$300
4. Client has the ability to lever the account balance at a minimum ratio of 10:1 (10% leverage)

This allows client to utilize the LiveTradeSignals service to recover these dormant accounts and get their clients back trading with a set of proven models that will help with client retention and profitability.

Continued Support

LiveTradeSignals will assist the client to periodically identify the unused subscriptions so that the client can redeploy the subscription to another client so that the service does not go wasted. LiveTradeSignals recommends clients have access of at least 10 days prior to redeployment of access.

Pricing

LiveTradeSignals Trade Signal Service offers the signal service based on a monthly subscription on the following users amounts minimum and revenue sharing program.

- **\$150 per user minimum (This is the same service that is advertised on the livetradesignals.com website for \$300)50% share in revenue from associated dormant account dealing operations.User Access credentials will be created in lots of 100 users.**

Services Offered

LiveTradeSignals (LTS) will provide the following services:

Turn-key white-label solution of LiveTradeSignals Software as a Service that includes:

- Internet based ASP model of LiveTradeSignals trade signal service
- Hosted and managed service within LTS's data center
- Proprietary Trader Educational Program
- Signal service to include 2 portfolios across 12 currency pairs:
 - AUDJPY - USDJPY -AUDCAD
 - EURJPY - GBPJPY -EURCAD
 - EURUSD - USDCHF -EURAUD
 - GBPUSD - AUDUSD -EURCHF
- Full administrative access and tools for end user management:

- User creation
- User modification
- User deletion
- User messaging
- Trial user access

- Translation of agreed designated content of LTS's
- Resources, costs of and responsibility of the translation will be agreed upon by LTS and Affiliate.

Additional Resources provided

- A delegate from LTS will be provided to Affiliate as a resident expert for training and oversight liaison

Costs

(This section intentionally left blank on cost to penetrate different geographical markets. We work with you in terms of what the monetization model has to be.)

Initial cost for server white label programming and installation for 500 users	\$
Monthly recurring service fee for signal service @ 500 users	\$
Monthly recurring service fee for signal service @ 1,000 users	\$
Monthly recurring service fee for signal service @ 1,500 users	\$
Monthly recurring service fee for signal service @ 2,000 users	\$
Additional users exceeding 2,000 users in 500 user blocks per month	\$
Additional server charge for every 1,000 users (i.e. users 1,001 - 2,000)	\$
Annual server replacement charge (per server)	\$

Additional trade signals would be included at negotiated rate depending on trade strategy, asset class or market traded (i.e. Futures, Equities, etc.)

Marketing

LTS maintains an automated marketing infrastructure that allows us to effectively and efficiently create and deliver infinite emails to market your various campaigns.

- LTS will create a series of email creative's submerging the recipient in offers related to different aspects of your total package offering. All creative's will be approved by Affiliate prior to publication.
- LTS will send these emails to your database of existing, former, and prospective clients.

- LTS will provide you with weekly reports detailing the statistics for each campaign. Including:
 - Response rate per campaign
 - Click through rate per campaign
 - Opt-out rate and list per campaign
 - Suppression list per campaign
- LTS will recommend adjustments to the campaigns based on those results to continuously increase the quality and effectiveness of the various campaigns.

LTS will not exercise discretion involving your campaigns. We will simply recommend to you what we feel is the most effective course of action for you to take. Once you approve the marketing plan or changes to the plan we will execute that plan on your behalf.

Payment Options

A. Invoicing and Merchant Account, PayPal, Google Pay

OR

B. Brokerage payment option, Affiliate clears defined monthly volume at an agreed upon brokerage rate.

LTS Grey Box

- Presents traders with an ongoing stream of highly qualified, technically derived trading opportunities based on proprietary models
- Automates the trade order entry and exit process which increases trader accuracy
- Manages risk on multiple open positions with automation, in turn streamlining trading operations
- Feeds trade ideas in currency pairs or trade strategies that a user may not have exposure or experience in trading

Trader Education

The LiveTradeSignals Method

- A focused and disciplined mathematical approach to FX trading
 - Utilizes defined tools and a methodical approach to trading
 - A trader can expect to become proficient in much shorter time
 - Trading concepts are straight forward
- No user discretion requiring years of study or abstract concepts

- The "Method" takes into account human nature within trading and not only addresses commonly made mistakes and missteps, but also clearly defines rules to eliminate them.

Trader Education

- Accredited by Board of Education
- LiveTradeSignals bridges a gap between vocational education / professional trading
- Sole holder of such accreditation
- Over 3000 traders taught to date
- No other firm has met these criteria

LTS Grey Box

- 24hr Sunday 5pm EST to Friday 5pm EST trade signal service
- 12 Pairs available
- 2 Portfolios available
- Web based or Java enabled client deployments
- Visual and audible alerts in multiple formats
- Trading Grid
- Email and SMS capable
- Fully disclosed performance by pair and by strategy
- Real-time Profit / Loss tracking on open signals

Screen Shots

(Please see attached Adobe .pdf)

Educational Seminars

Process: Understanding current market conditions

Analyze volatility	
Movements over short periods	1 - 10 trading days
Sessions in each of 3 FOREX trading centers and the Exchange Traded Futures Market	Tokyo London New York Chicago and NY for Futures

Volatility Curve

Standard Deviation

Price
Smoothed volatility

Smoothed statistical volatility is much more predictive than smoothed price change.

Trading Day

We use predictable volatility to predict range.

Daily direction - not predictable
Daily volatility - more predictive

- Slowly changing
- Statistically accurate to 85%

Analyze and predict daily volatility

General Chat | Announcements | Moderator Chat | chatTweet

*** Dr. Hanson LTS Staff, Welcome to the <http://www.livetradesignals.com> Virtual Trade Room

*** This room is now in Privatized mode.

FILL OUT YOUR PROPRIETARY TRADER APPLICATION NOW

Do you use automated models?

Benefits of Use

- Based on signal output and past client usage the system generates more than 4 additional trades per day per user
- Having Affiliate offer of LTS increases client retention and branding
- Use of LTS builds platform loyalty to the sponsor
 - Supports the concept of value added tools
 - Creates profit opportunities for clients

Marketing with Affiliate

1. White label offering of **Software as a Service** model
2. Affiliate purchases site license and offers white label platform to their preferred clients
3. Affiliate link pushing clients to a private white label where clients would purchase

Proprietary Trader Program

Trader Educational Offerings

Implementation

- * This would be on a shared server/circuit setup and daily administration of ID's to users would be done by Affiliate.
- * LTS manages the load balance on the server
- * LTS has a server / circuit capacity at 2,500 issued ID users, additional users over this would mandate an independent server.

Per Desktop Per month charge:

- Non-white label offering of LTS with set number of end clients

Hybrid Pricing:

- LTS would participate in rebate from liquidity flow if Affiliate is a Broker

LiveTradeSignals Affiliate Program:

- Affiliate offers link to LTS's site
- LTS handles entire sales process
 - Administration of access
 - Support of users for product
- LTS rebates to Affiliate on a per subscription basis
 - 20% subscription charge rebate for new users
 - 5% rebate for renewed subscriptions

Business Proposal

LiveTradeSignals' (LTS) and Affiliates common goal of providing necessary tools and education to the trading community is the foundation of the following proposal.

1. Develop, offer and manage an Affiliate Educational Program to the client base and available online community of Affiliate
2. Develop and manage a Proprietary FX Trading Room where the above Educational Program students can make use of learned tools for FX trading
3. Develop and manage a Proprietary FX Trading Room for proven non-Educational Program students

LiveTradeSignals Products that would be incorporated

Educational Services

The LTS Method applies a well-disciplined, focused mechanical approach to FX trading. With the use of defined tools and a methodical approach to trading, a trader can become proficient in a much shorter time frame. Moreover, the concepts don't apply any high math, technical charting patterns or user discretion that require years of study or concepts in abstract. The "Method" takes into account human nature within trading and not only addresses commonly made mistakes and missteps but also clearly defines rules to eliminate them.

LiveTradeSignals has bridged a gap between vocational education and a professional trading environment. LiveTradeSignals can help your firm become established in a much shorter time period and increase brand awareness creating additional revenue streams.

Sell live and online classes on Technical Analysis and Automated Trading

- Scope: LiveTradeSignals creates an educational subsidiary and forms joint ventures that focus on providing educational services. These educational events and services will be offered via a number of different mediums. Online, live in person events, a virtual training room (VTR), e-mail and newsletters. This LiveTradeSignals educational company will also create synergy with Affiliate companies to set up and support new institutional clients by training them on technical analysis and on the LiveTradeSignals software applications.
- Client Prospects:
 - Funds Managers
 - Trading Desk Personal
 - Proprietary Traders and Proprietary Trading Firms
 - Qualified investors and traders
- Revenue Opportunity: LiveTradeSignals educational company will sell online content and live events for a fee, and access to the online training room and newsletters on a subscription basis. LiveTradeSignals will also sell a fully configured educational package to institutional clients and Prop trading firms.

All of the above services can be offered as a white label for you or your firm or as a reseller of **LTS Software as a Service Model**.

In order to schedule a conference call on how to begin the process please send an email to info@livetradesignals.com or call us at 561-212-1818.