



We'll change the way you trade.

We're creating a retail investor-focused multi-asset trading platform on blockchain tech.



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you should be able to invest in what you want

without
restrictions



without
interference

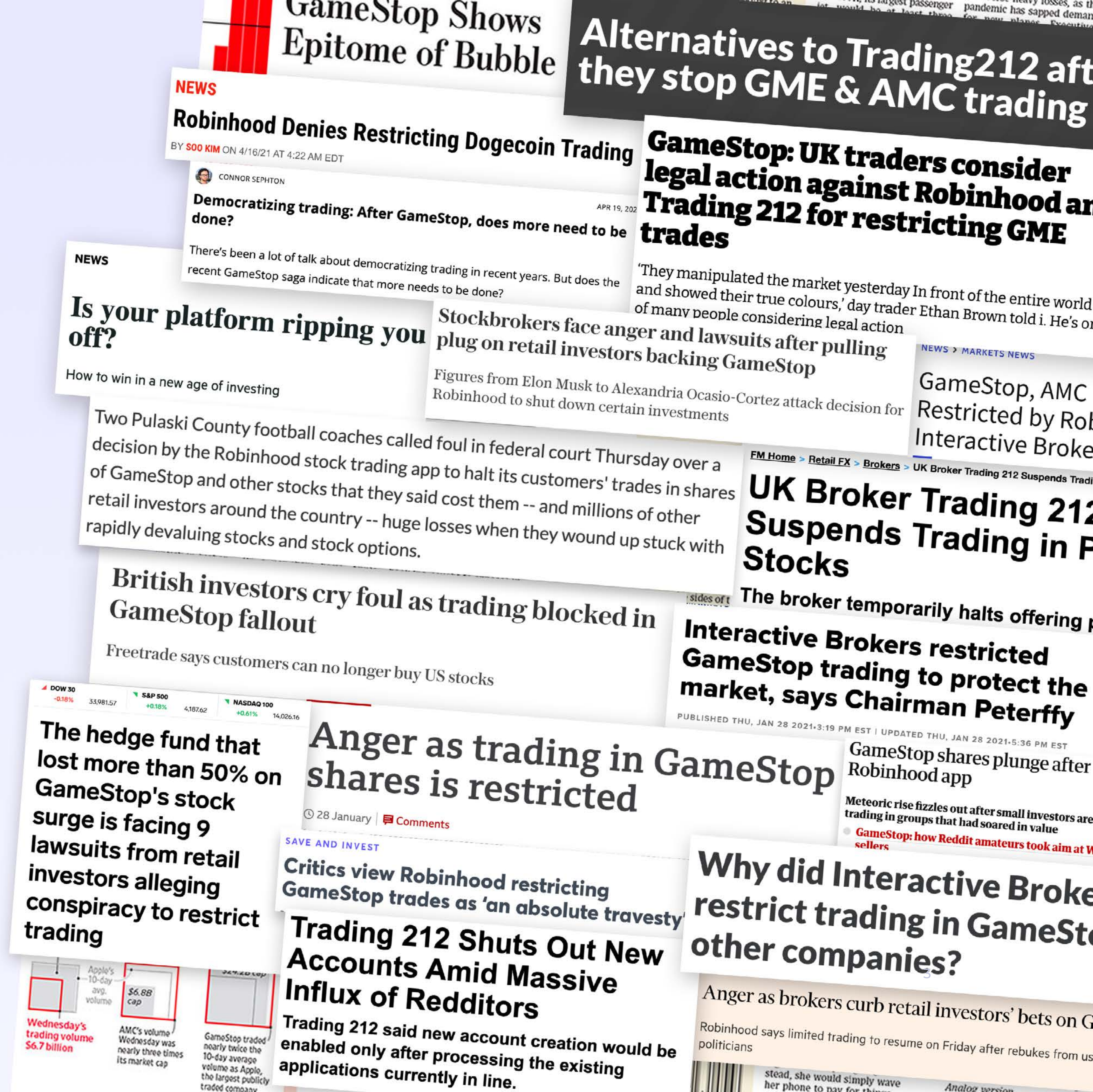


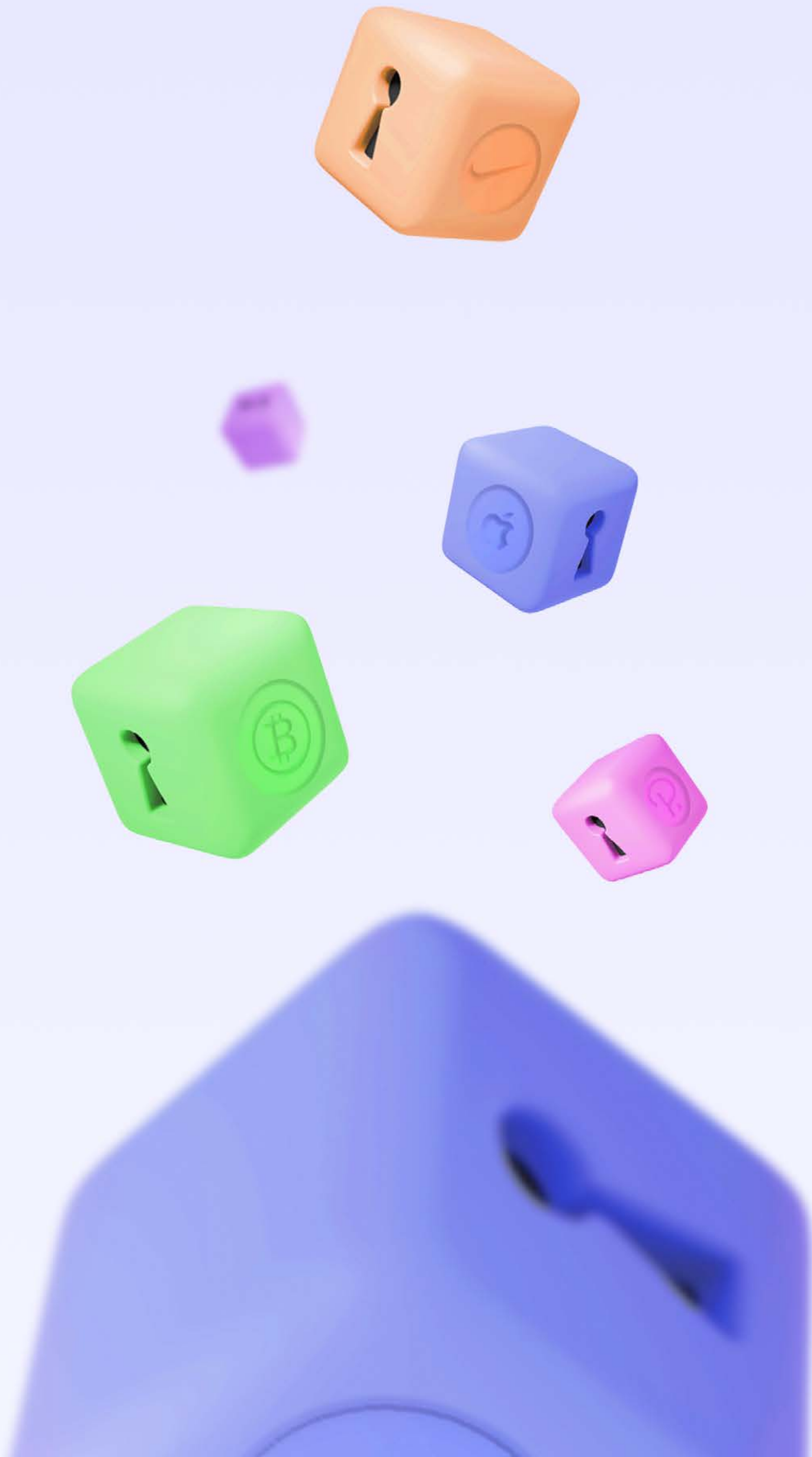
without
hidden fees



traditional trading platforms aren't built for us

Retail investors have long been at the mercy of manipulative tactics from hedge funds and collusive platforms, resulting in both retail investors and honest companies being unable to act as their share prices plummet.





blockchain tech will level the playing field

Outdated brokerage systems are slow, expensive, and bound by red tape. Tokenisation; the process of digitising real-world assets will revolutionise the fintech industry and allow for the purchase of any item, any time, without interference.

the native currency of our ecosystem **StrikeX / STRX.**

Currently, our route-to-market as a community-building marketing tool, STRX (\$STRX) will be utilised as the sole currency within our platform for all transactions — making it a truly usable utility token.



Contract Audit Passed
Performed by Certik

Validation

\$40m+ marketcap proves demand.

Currently we have **12,000+ investors** in \$STRX. Based on our current trajectory, we'll launch our platform with an estimated **15,000 – 25,000 retail investors** onboarding the TradeStrike platform in the 1st year of operation.

Symbol

\$STRX

Supply

887m

Circulation

355.7m

Liquidity Locked

82.1%

Burned

11.3%

Time-Locked

5%

Launch – April
US\$ 0.00005

June ↑ 10,500%
US\$ 0.0053

Aug ↑ 43.39%
US\$ 0.0076

Now ↑ 584.21%
US\$ 0.052

1. Marketcap recorded at time of updating this pitch deck
2. Based on an industry-standard purchasing conversion rate of 3%

comparative token pricing

The stats below show how STRX has performed YTD compared to the market leaders. As you can see, despite testing market condition, STRX has out performed BTC, ETH, FTT & even BNB which our currency is paired with.



\$STRX

Supply: 886.8m¹
Market Cap: \$40m¹
Current Price: \$0.05¹

YTD Change¹

-31%

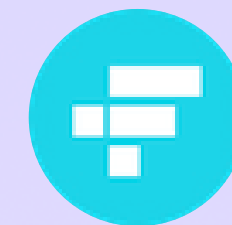


\$BNB

Supply: 163.2m
Market Cap: \$37.8b
Price: \$231

YTD Change

-55%



\$FTT

Supply: 331.2m
Market Cap: \$8.9b
Price: \$25

YTD Change

-35%



\$ETH

Supply: 121.3m
Market Cap: \$148.3b
Price: \$1,142

YTD Change

-69%



\$BTC

Supply: 19.08m
Market Cap: \$390b
Price: \$20,459

YTD Change

-56%

Our Products



TradeStrike.

24/7 Stocks, Crypto, NFTs, Real estate and more
on one comprehensive and easy-to-use app.
Built with blockchain tech and powered by \$STRX.



**24/7 trading
across all assets**



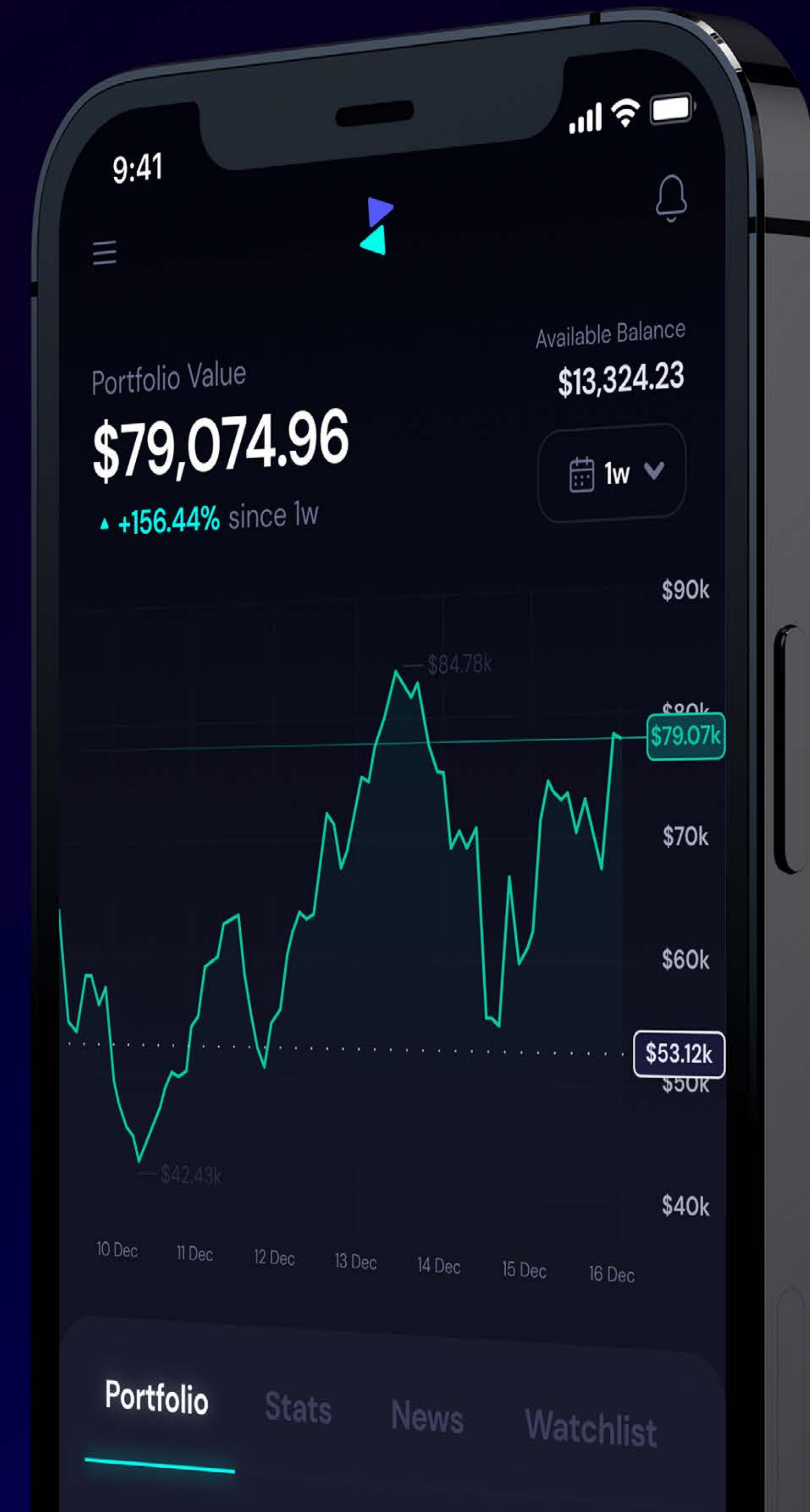
**Secure and
lightning-fast**



**Cheaper
transactions**



**Tailored to
retail investors**



Our Products



TradeStrike Lite.

Stake your StrikeX to earn passive income with our secure and easy-to-use staking platform.



Easy-to-use & familiar interface



Secured & insured by Certik



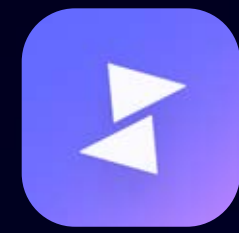
Stake & go with no lock-in commitments



Chainlink integration



Our Products



StrikeX Wallet.

Store, exchange and track StrikeX, along with all your favourite crypto projects, effortlessly — all in one app.



**Portfolio tracking
& charting**



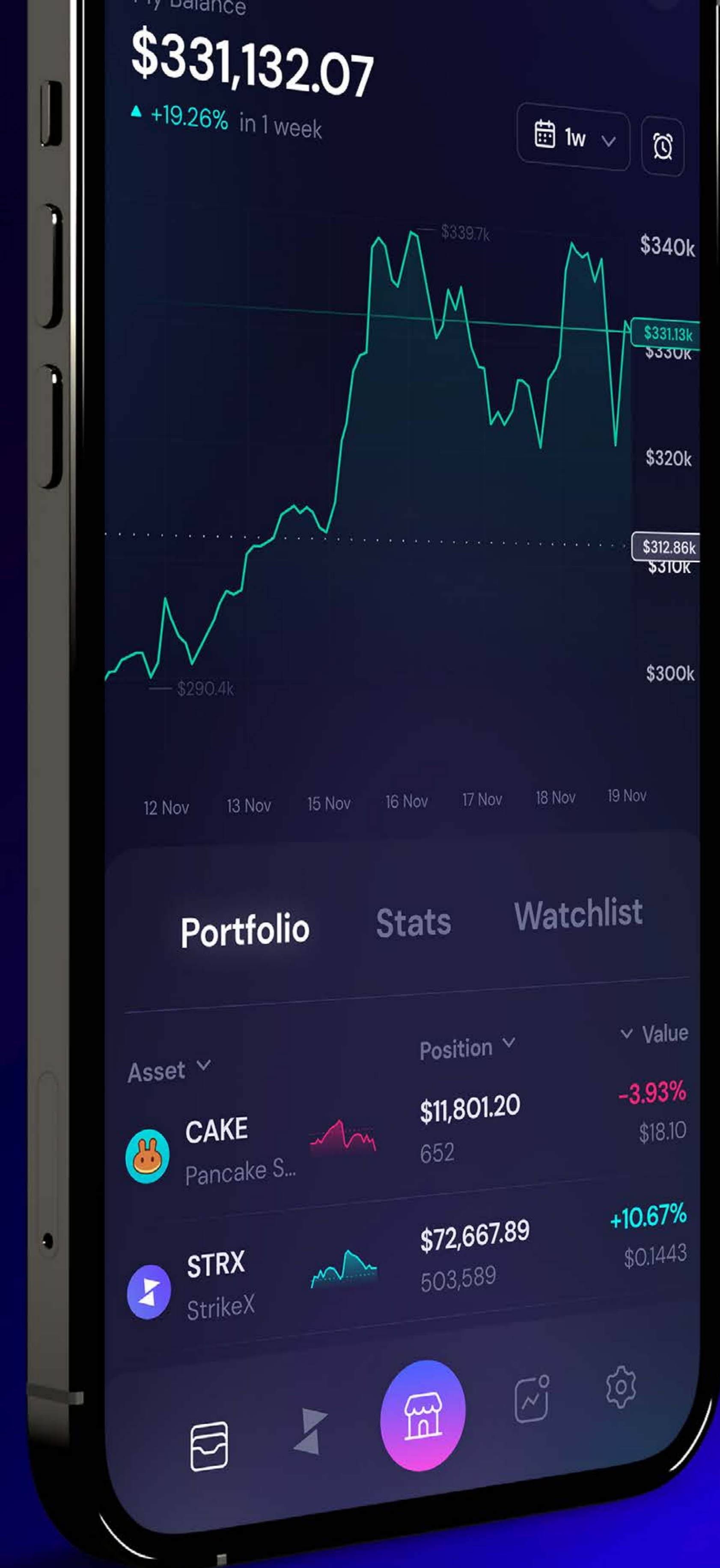
**Fiat deposits
& withdrawals**



**Integrated
multichain swap**



**Biometric
login**



we're building on blockchain tech that will **outpace** traditional platforms



All assets on a single platform

Tokenisation will enable Stocks, Crypto, NFT's & Real estate to be accessible in a single convenient location, with more assets to be added at a later date.



Accessible ownership

Digitising real-world assets allows for fractional ownership, enabling more people access to investments that would otherwise be out of their reach.



Secure, lightning-fast transactions

Rapid and secure transactions — 24 hours a day, 7 days a week, with no downtime.



Cheap transactions

The automation of blockchain tech ensures cheaper transactions by lowering the admin burden and using fewer intermediaries.



Access to full trading hours

Our protocol will allow for trading during premarket and after hours on all relevant exchanges.

and revolutionise the world of retail investing — giving power to the people.



No geographical boundaries

Cross-border trading allows for a global userbase to access assets that were previously restricted to them due to their geographical location.



Transparency & fairness

Blockchain is an immutable tech. Anyone can join the network and view non-sensitive information — enabling a transparent, decentralised system.



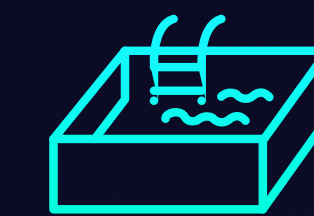
Peer-2-Peer trading

Removes the need for a 3rd party intermediary — benefiting investors in areas where FIAT purchases are unfairly restricted or prohibited.



Less 3rd party restrictions

The token market is decentralised, therefore unregulated by any one government or their regulatory bodies — ensuring an open, full-access platform.



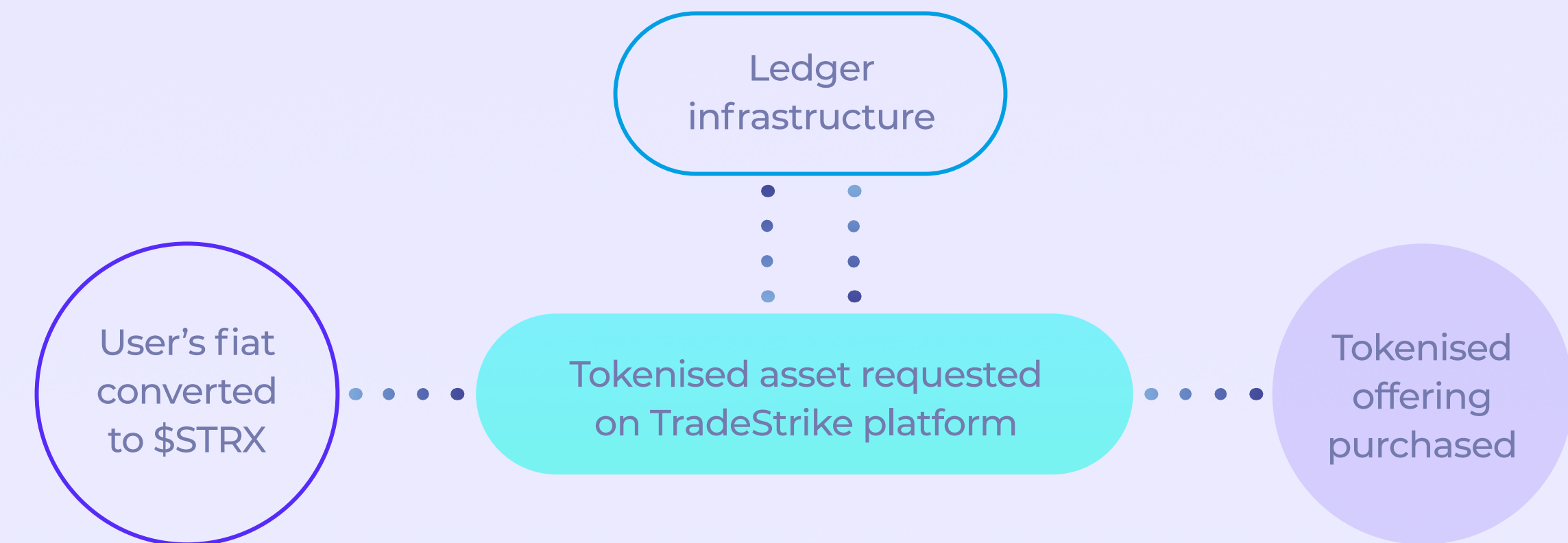
Greater liquidity

Tokenisation of assets allows access to a larger investor base — benefiting users who consequently can buy previously illiquid assets with ease.

tokenisation is the future.

Tokenisation is poised to transform the way we invest, and the introduction of distributed ledger providers with the infrastructure to offer these services has made it easier than ever for businesses to take advantage of this technology, easily.

[Read our article](#)



Any asset of value can be ‘tokenised’, and will drive the future economy with the business value-add of blockchain growing to more than —

\$176b

by 2025¹

\$3.1t

by 2030¹

partnerships & integrations

At StrikeX we understand the importance of bridging the gap between people and the broader financial markets. We believe in forging long-lasting relationships and integrations with innovative brands that truly push the envelope in delivering meaningful, world-class and valuable performance.



limitless opportunity

Tokenisation is still early, and with many more untapped markets able to be digitised — the boom is only beginning. Currently, no other platform offers all of these assets from a single location.



\$231m Stocks

The market cap of available tokenised stocks sits at **\$231 million**¹, and is set to rise exponentially with more companies tokenising their equity.




\$2b+ NFTs

Tokenised art has been a success story for real-world use for blockchain tech. Over **\$2 billion**² was spent on NFTs in Q1 2021 — a 2,100% increase in just a few months.



\$2t+ Crypto

With a **\$2 trillion+**³ market cap in 2020, Crypto is proving to be the investment of choice for the young gen and is poised to continue its hyper-growth.



∞ & More

As the possibilities of tokenisation open up unexplored markets, TradeStrike will be there to offer them all — beginning with real estate.

1. <https://coinmarketcap.com/view/tokenized-stock/>

2. <https://www.cnn.com/2021/04/13/nft-sales-top-2-billion-in-first-quarter-with-interest-from-newcomers.html>

3. <https://www.statista.com/chart/23160/biggest-crypto-currency-market-caps/>

the boom is only beginning

The markets we're operating in have experienced unending **hyper-growth**, and the appetite for a platform which enables investors to capitalise on this growth across varying asset types is at record highs.

237%

Capital

Has seen a **236.84%** surge in users¹

361%

Freetrade

Experienced an increase of **235k users**¹

700%

Binance

Grew **700%** in active users from 2019²

1000%

FTX

Exploded in users by over **1000%** since 2019³

1. <https://londonlovesbusiness.com/trading-platforms-enjoy-record-growth-of-customers-in-2020>

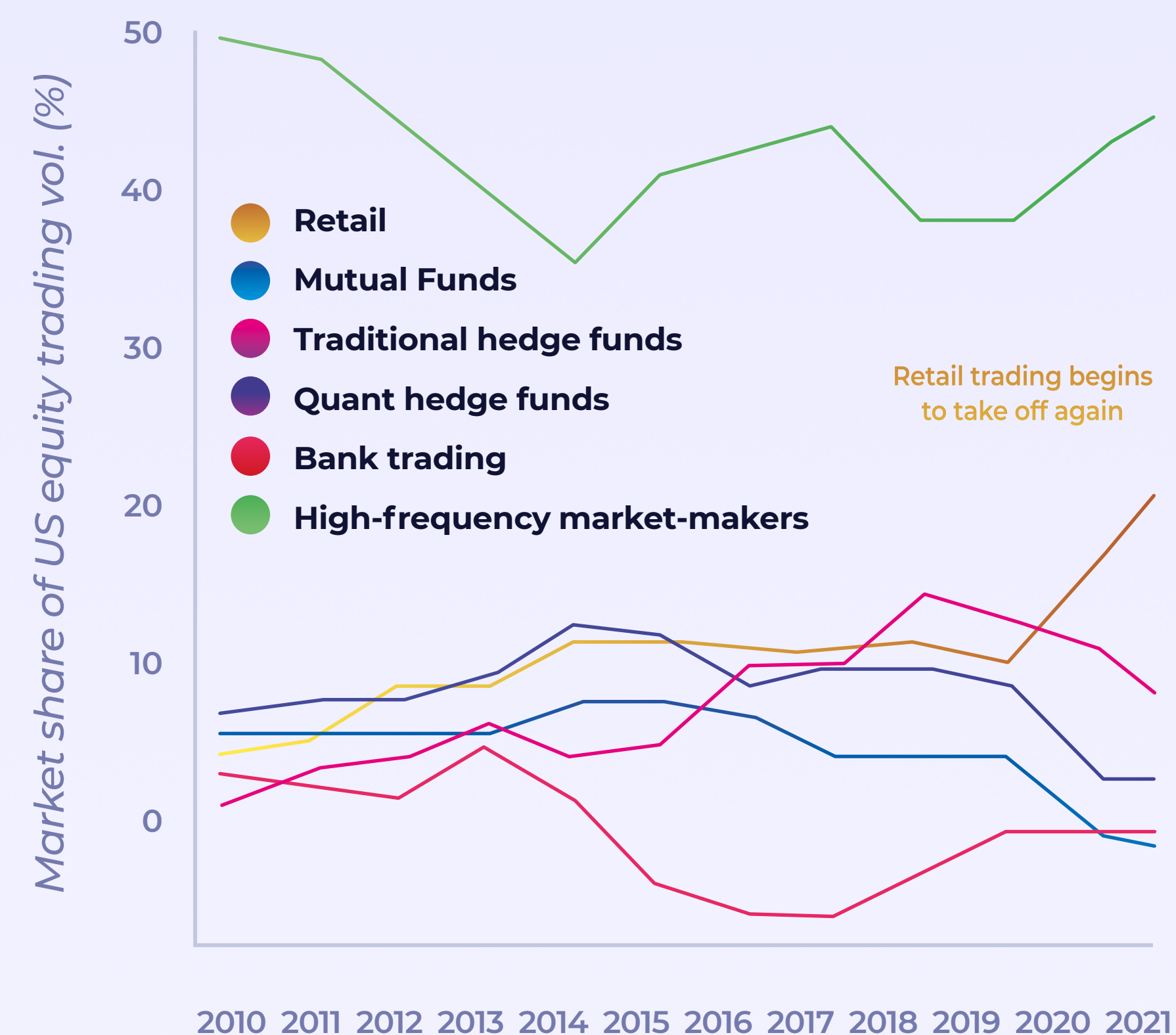
2. <https://www.binance.com/en/blog/421499824684901410/Binance-2020-Milestones-The-Tipping-Point>

3. <https://blog.ftx.com/blog/end-of-year/>

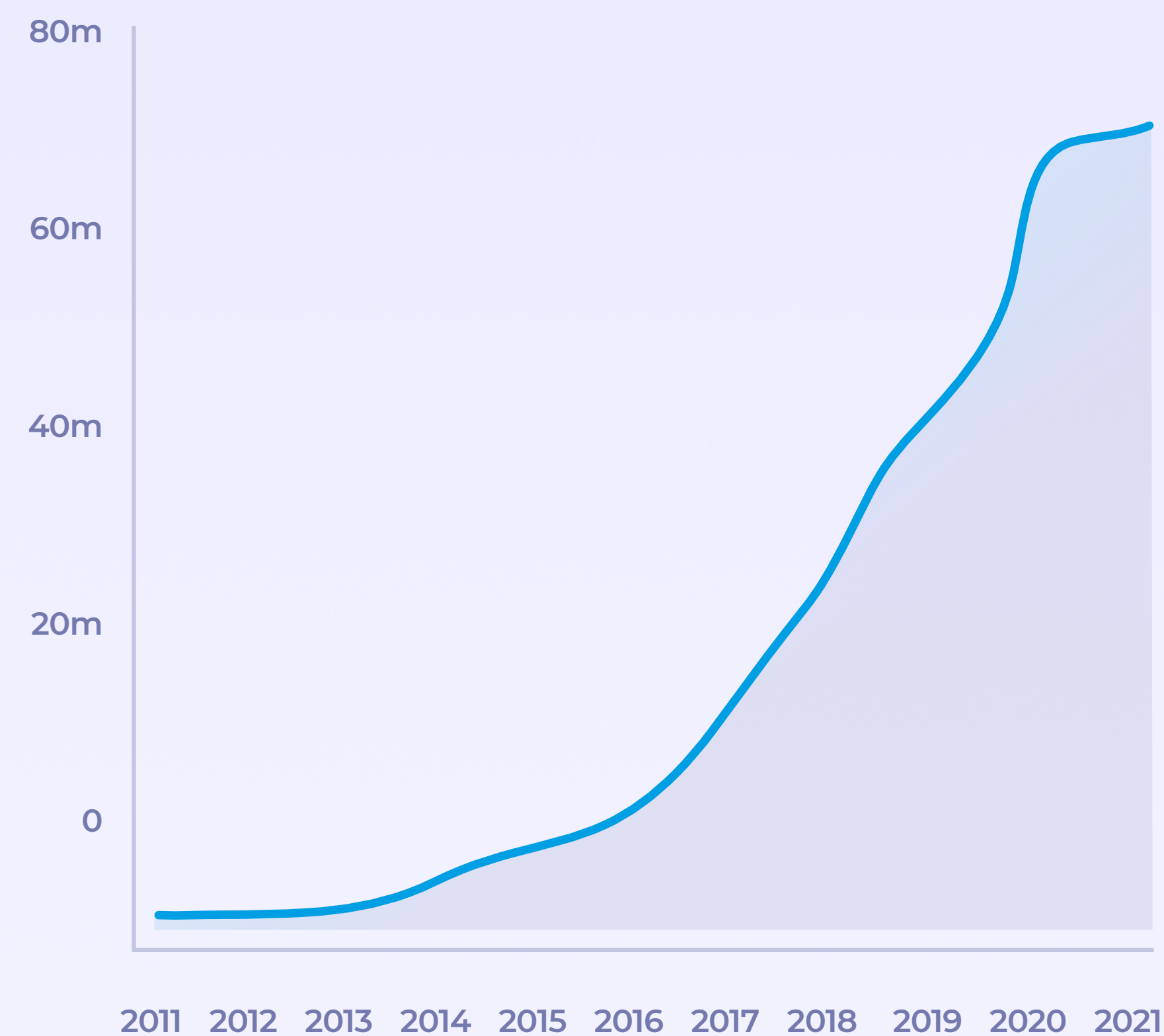
mainstream

We believe everyone from every household should be investing, and with our experience in trading and close ties to the community, we're well-placed to deliver an intuitive platform that will be accessible to people from all walks of life.

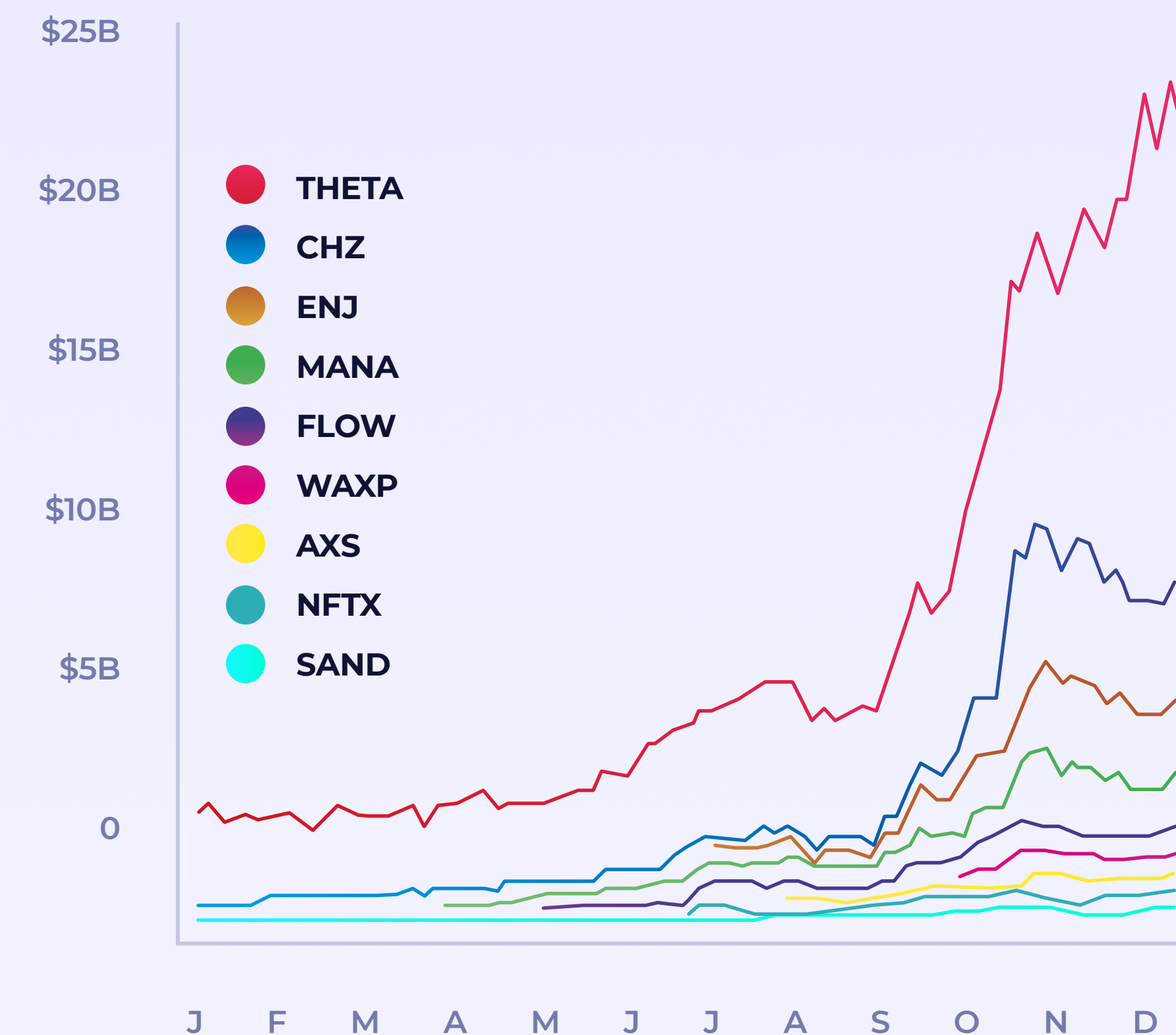
Retail trading accounts for almost as much volume as mutual funds and hedge funds combined¹



Crypto wallet users worldwide²



NFTs/Collectibles Tokens Market Capitalisation³



1. <https://www.ft.com/content/7a91e3ea-b9ec-4611-9a03-a8dd3b8bddb5>

2. <https://www.statista.com/statistics/647374/worldwide-blockchain-wallet-users>

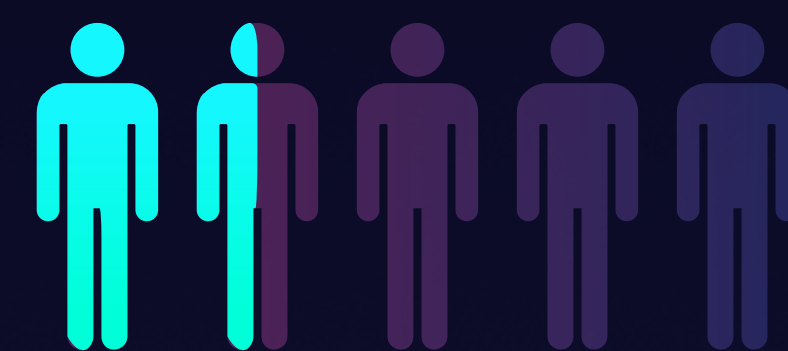
3. <https://www.forbes.com/sites/youngjoseph/2021/03/29/nft-market-rages-on-nfts-market-cap-grow-1785-in-2021-as-demand-explodes/?sh=588471e77fdc>

investors are getting younger

27% under 25²

Saw an 80% increase in its total customer base in just 7 months, with the largest number of these being aged 18–25 (27% of total customers) and 26 to 35 (42% of total customers).

— *Freetrade*



27%

18–25 yrs old



42%

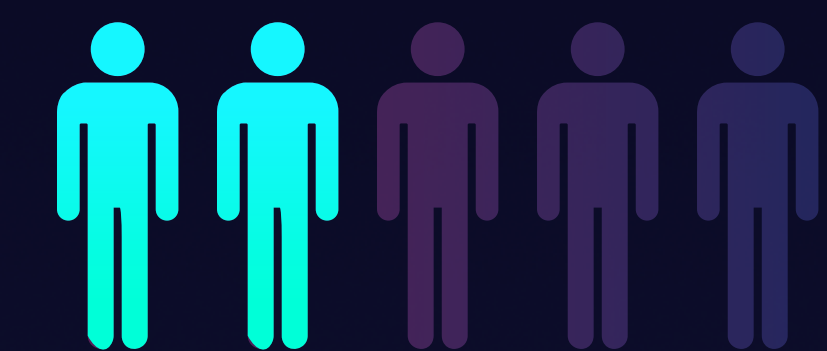
26–35 yrs old

Investing is no longer a closed club for the privileged. Younger people are investing in order to pay off debt (35%), obtain transportation (30%), or make down payments on homes (25%)¹, and we believe the benefits of blockchain, accessibility and convenience through Tokenisation can turn TradeStrike into the guiding voice of a generation.

40% under 29²

Just under 40% of all new UK customers that joined the platform within the last 12 months, and which currently hold real stocks, are under 29 years old.

— *Etoro*



40%

under 29 yrs old

1. <https://www.prnewswire.com/news-releases/nearly-60-of-young-investors-are-collaborating-thanks-to-technology-often-turning-to-social-media-for-advice-301232694.html>

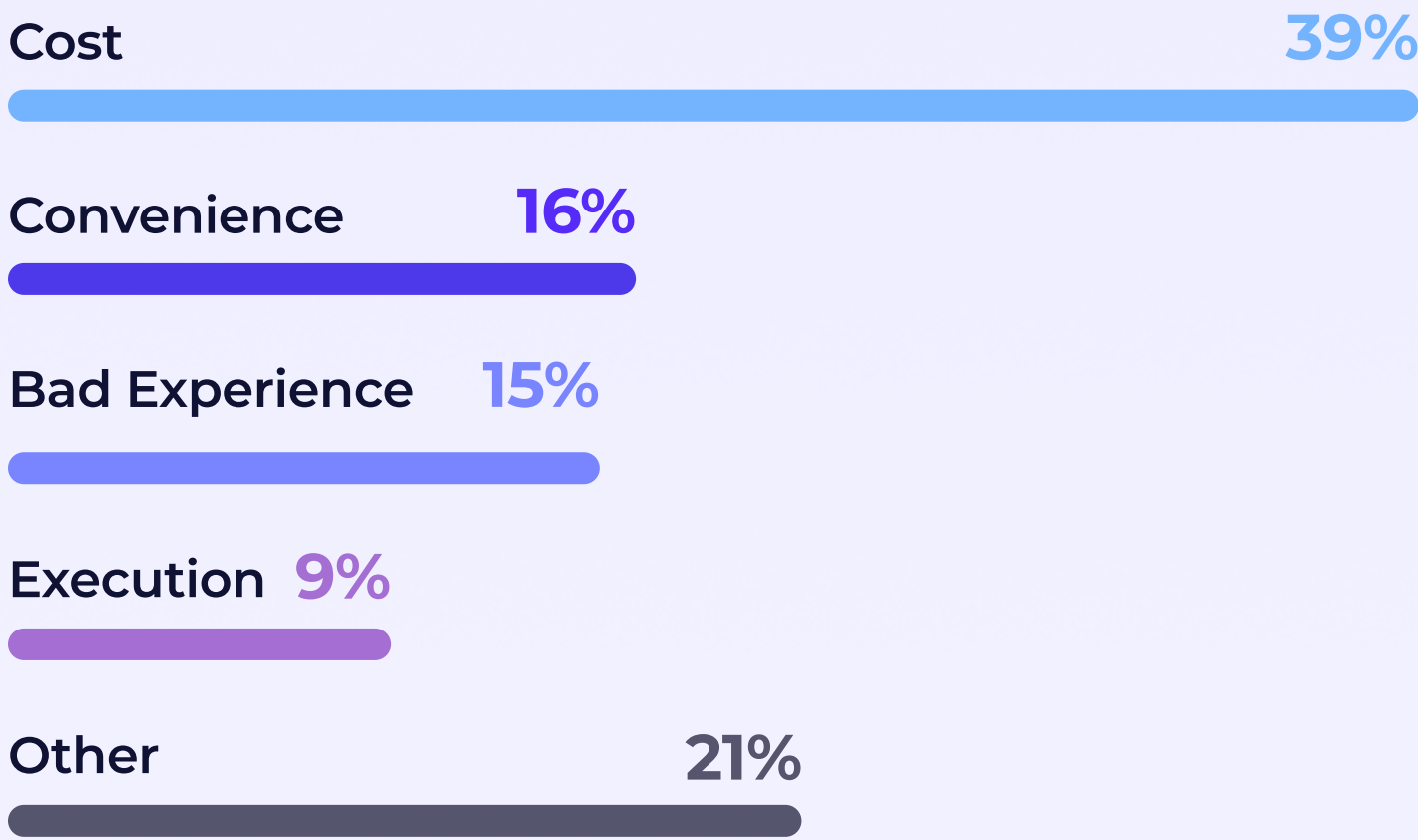
2. <https://www.thisismoney.co.uk/money/diyinvesting/article-8809811/Fee-free-share-dealing-app-Freetrade-launch-Sipp.html>

users prioritise usability, cost, and practical design.

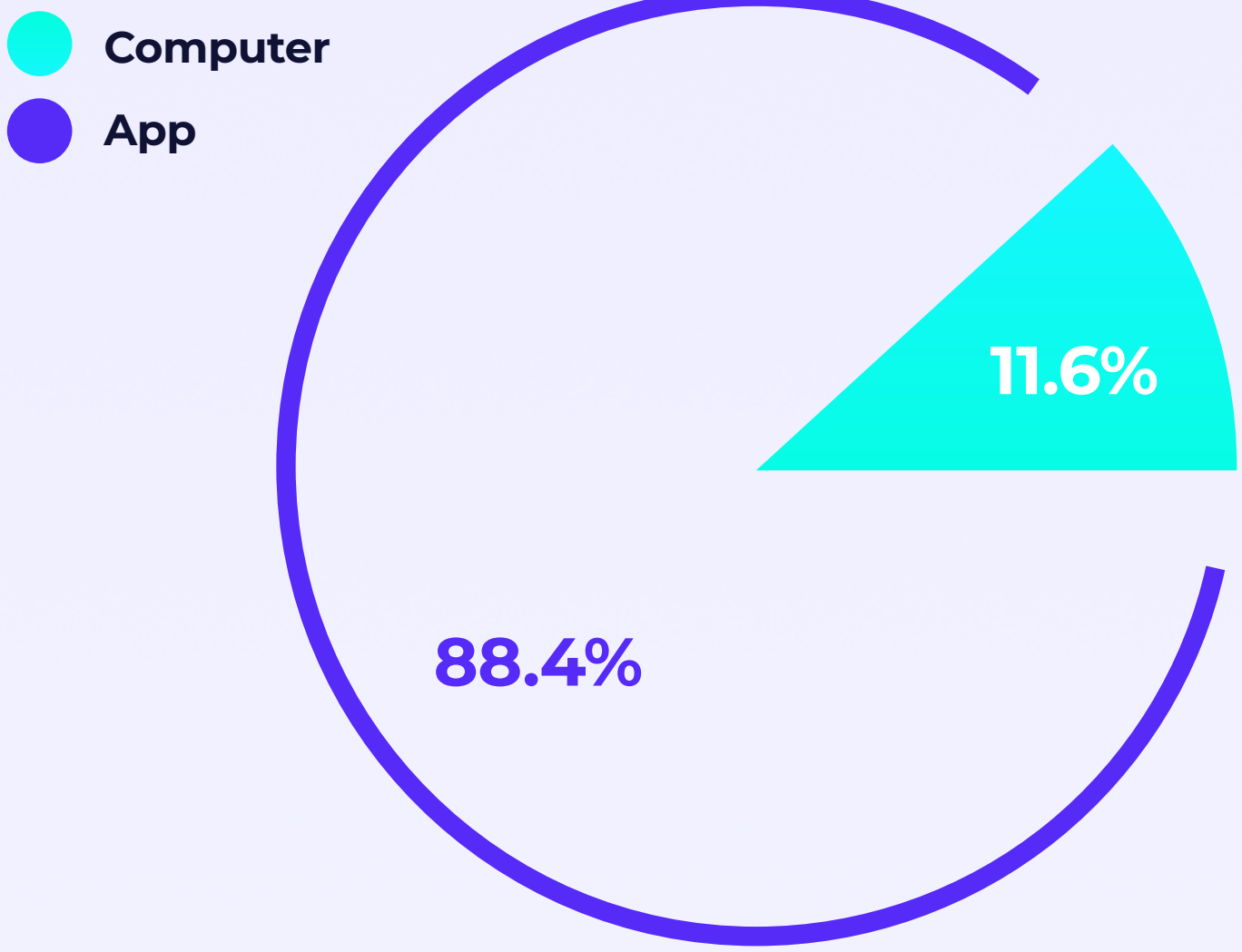
The TradeStrike platform will be crafted through the feedback from our community in order to create a succinct and coherent experience that is both accommodating to new users, but robust & comprehensive enough for seasoned traders.



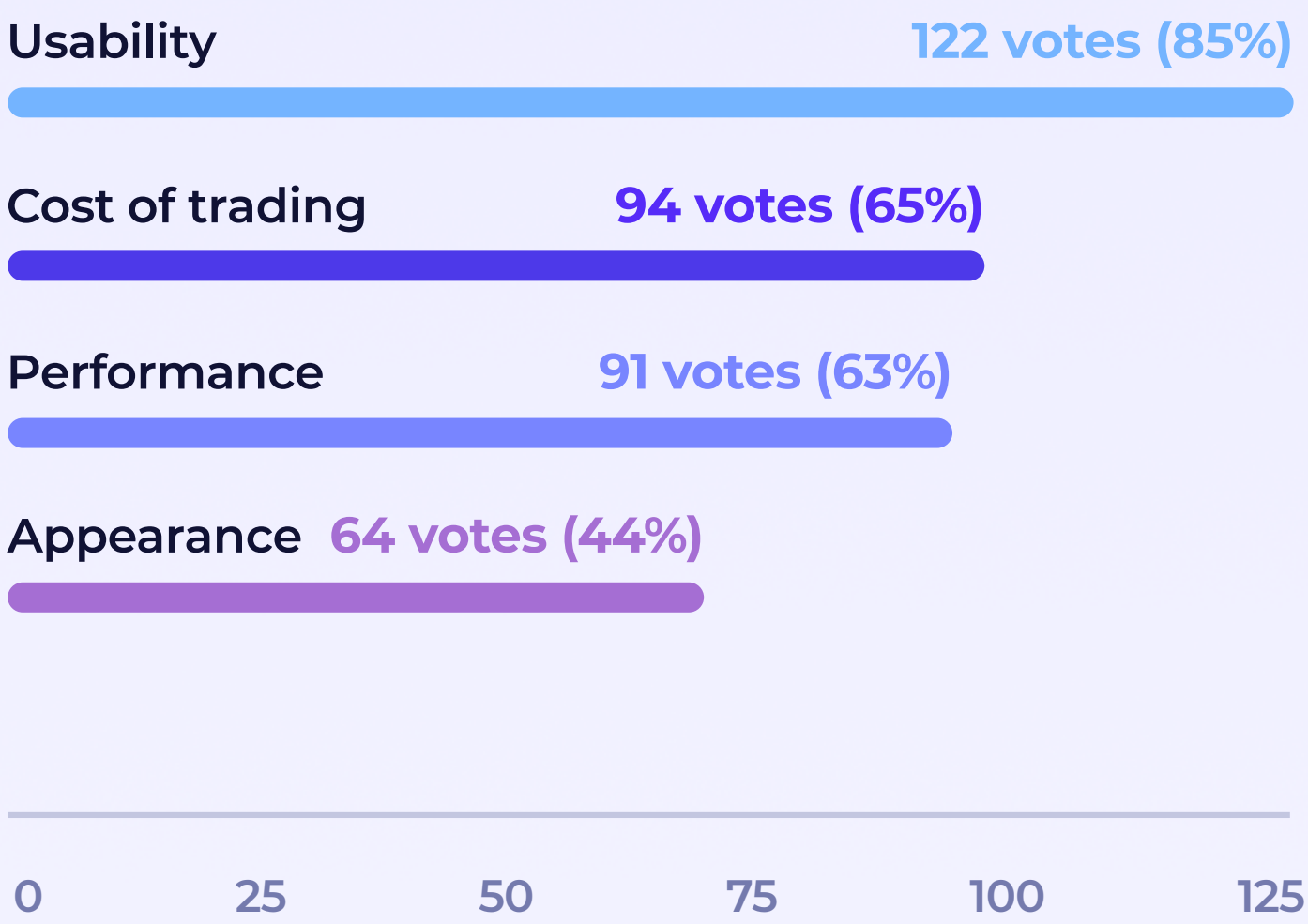
Why investors switch brokers¹



Which device do you trade on the most?²



Which traits are most important to you?³



1. Source: Investor's Business Daily
2 & 3. Survey sent to the TradeStrike Community


not the usual trading platform

TradeStrike aims to set the benchmark for all future trading platforms, and in order to overcome the obstacles to mass adoption, we need to address where other platforms fail.



What makes TradeStrike different — what's your USP?

We understand the needs of the target market — because we're it. Our goal is to ensure that anyone, anywhere can invest and make the most of their hard-earned money — on a level playing field.



What will the platform offer that's unlike the competition?

Key areas of focus are the tech to offer unrestricted access to assets, responsive customer support, transparent pricing, and the balance of an easy-of-use platform with comprehensive and useful features.



How will TradeStrike compete with 'free' platforms?

'Free' platforms aren't 'free'. The long-term saving through cheaper plans, ethical practice paired with an intuitive product will make us the go-to for value & convenience, especially for the younger gen.

‘free’ — doesn’t mean free.

Platforms that offer ‘commission-free’ trading are purposely marketed to imply they’re free platforms. To demonstrate their hidden fees and wide spreads, we’ve put together a table using recent pricing information from the most popular ‘free’ brokerage in the UK.

Based on a single trade of x100 shares						
STOCK	PRICE PER SHARE	TOTAL PRICE	VARIABLE SPREAD	SPREAD IMPACT	FX COST (0.15%)	TOTAL FEES
LLKKF	\$0.209	\$20.09	\$2.55	\$0.51	\$0.0301	\$0.54
CBBT	\$0.056	\$5.6	\$21.49	\$1.2	\$0.0084	\$1.21
ALPP	\$3.36	\$336	\$0.71	\$2.39	\$0.5040	\$2.89
ABML	\$2.23	\$223	\$0.91	\$2.03	\$0.3345	\$2.36

TRADES PER DAY	LOW RANGE USER		MEDIUM RANGE USER		HIGH RANGE USER	
	INVESTMENT	FEES	INVESTMENT	FEES	INVESTMENT	FEES
1	\$40.93	\$0.51	\$409.28	\$5.08	\$4092.8	\$50.75
2	\$81.86	\$1.02	\$818.56	\$10.15	\$8185.6	\$101.5
3	\$122.78	\$1.52	\$1,227.84	\$15.23	\$12,278.4	\$152.25
4	\$163.71	\$2.03	\$1,637.12	\$20.30	\$16,371.2	\$203
5	\$204.64	\$2.54	\$2,046.4	\$25.38	\$20,464	\$253.75

draft pricing proposal

Pay as you go *(per trade)*

A fixed fee per trade may be the most cost-effective structure for people who don't make multiple trades per asset.

Pay Monthly *(subscription)*

Freedom to trade every type of asset multiple times a day without fear of paying extortionate fees, as seen with 'free' apps.

We aim to be as transparent as possible, with a range of flexible payment options to allow users to pick the package that best suits their needs — whilst enabling the business to continuously improve its service offering.

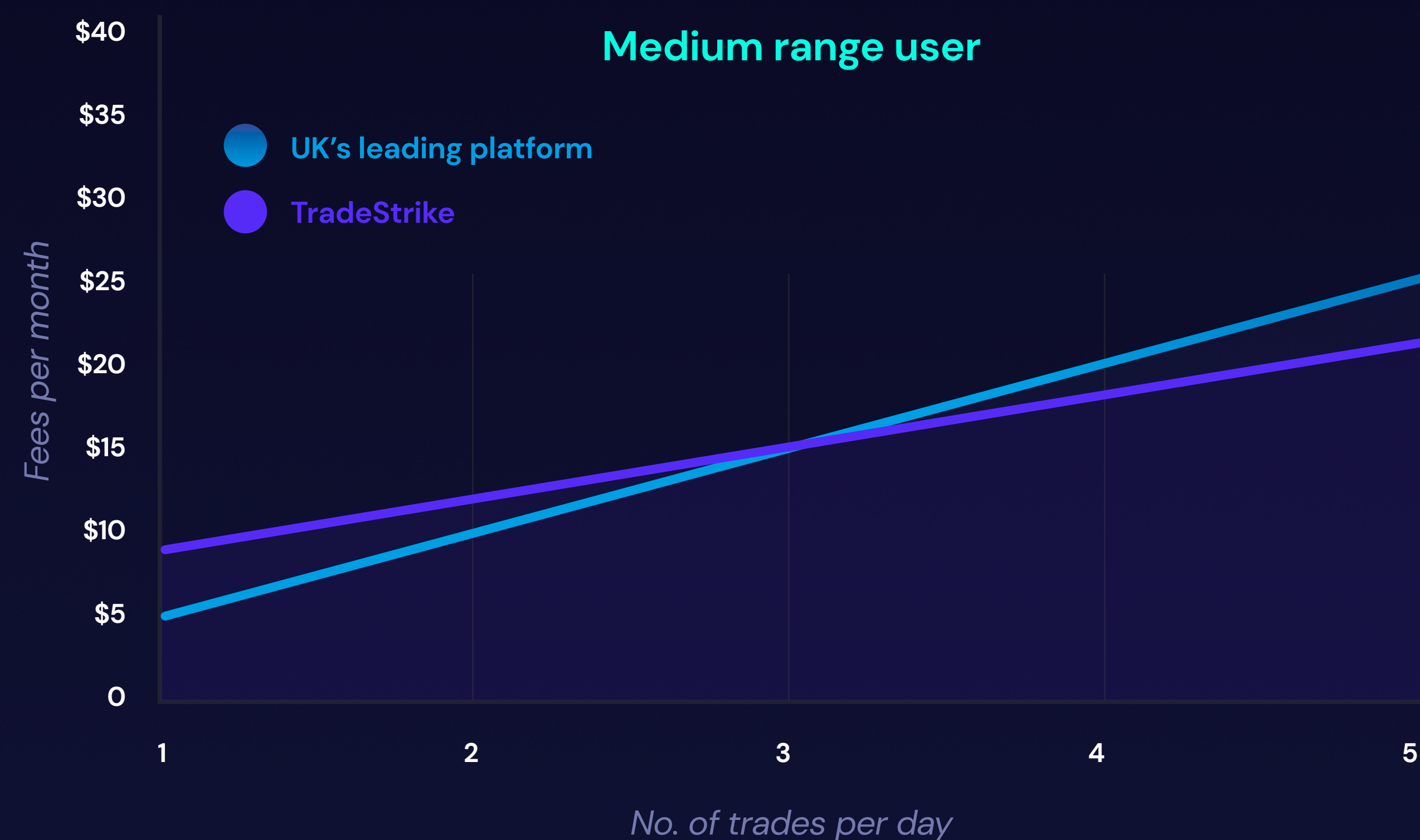
Asset	Pay as you go	Pay Monthly
Stocks	1% + gas	\$ 0.25 + 0.5% + gas
Crypto	1% + gas	\$ 0.25 + 0.5% + gas
Forex	1% + gas	\$ 0.25 + 0.5% + gas
NFTs	1% + gas	\$ 0.25 + 0.5% + gas
Real-estate	TBC	TBC

Gas refers to the computational efforts required to execute specific operations on the Ethereum network, and is charged at 10-GWEI (approx. \$0.02)

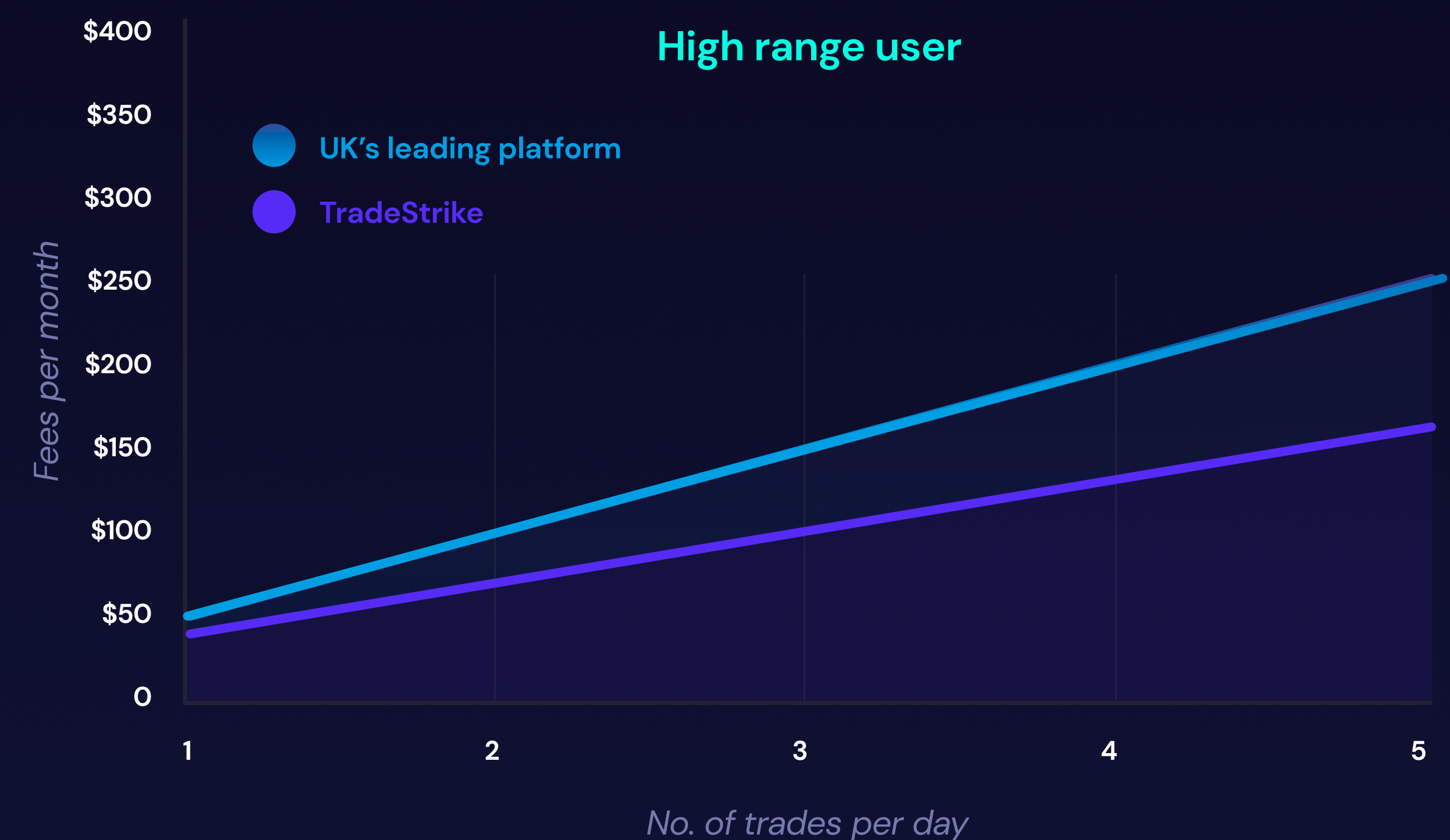
\$5
per Month

We aim to provide a fair pricing structure for our users, however, this proposal is a draft model based on available information and could be subject to change through development, licensing, service offering or regulatory restrictions.

our draft subscription model compared to the UK's leading platform.

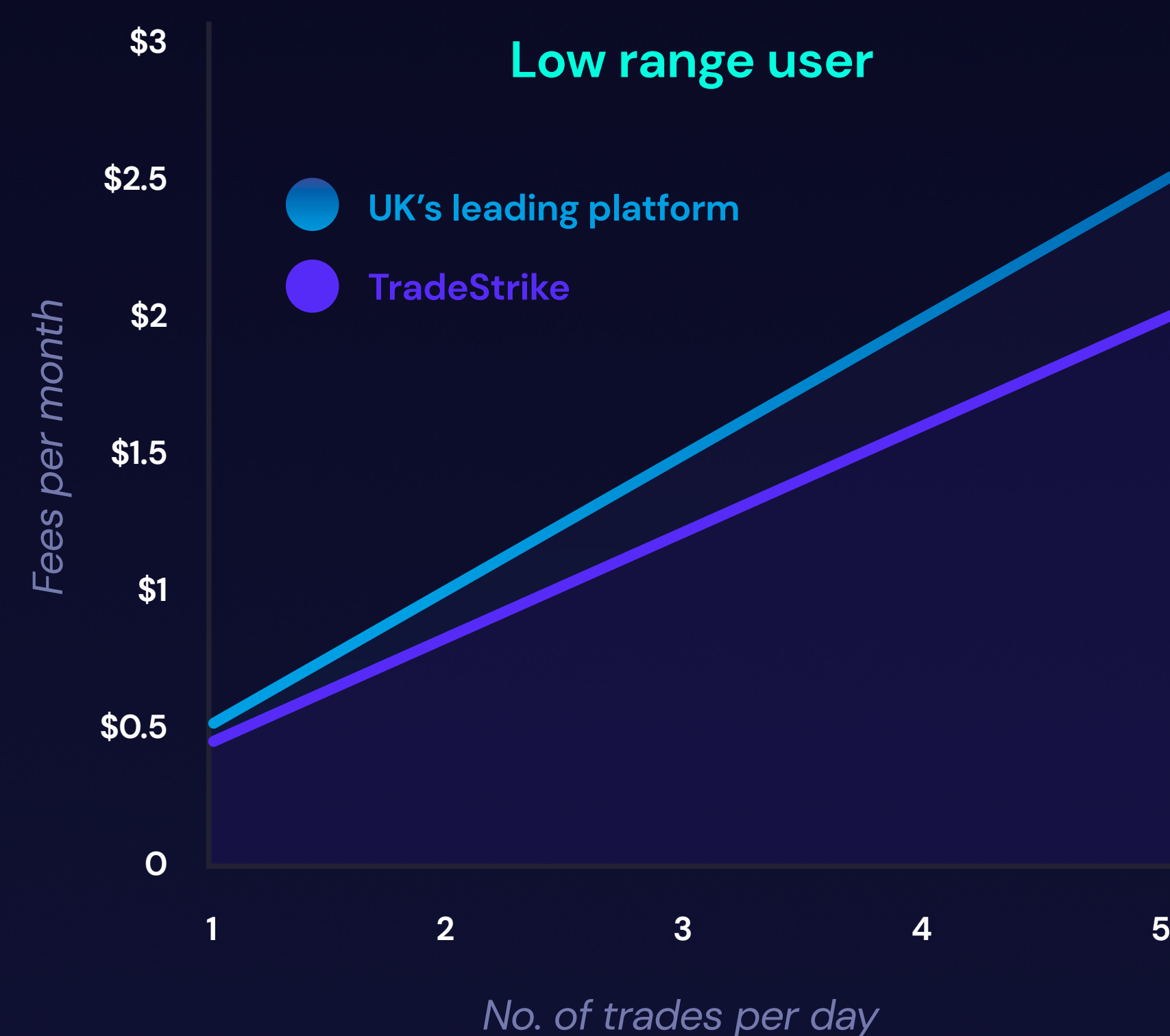


A user investing between \$400 to \$2k per month would **save up to \$5 a month** through our subscription package compared to our competitors 'free trading'.

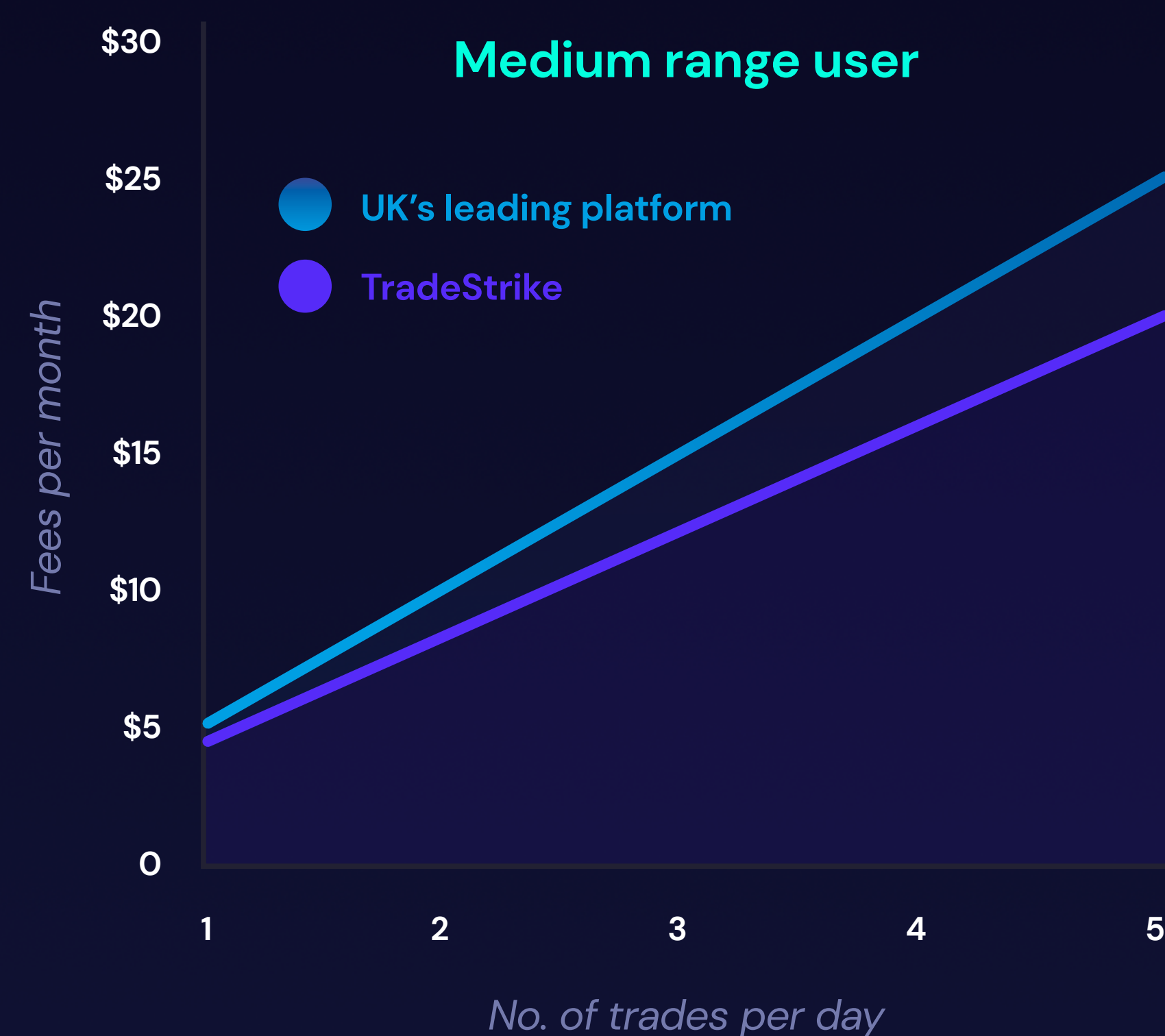


A user investing \$4K to \$20K per month averaging 1 to 5 trades a day would **save up to \$100 a month** with our subscription package.

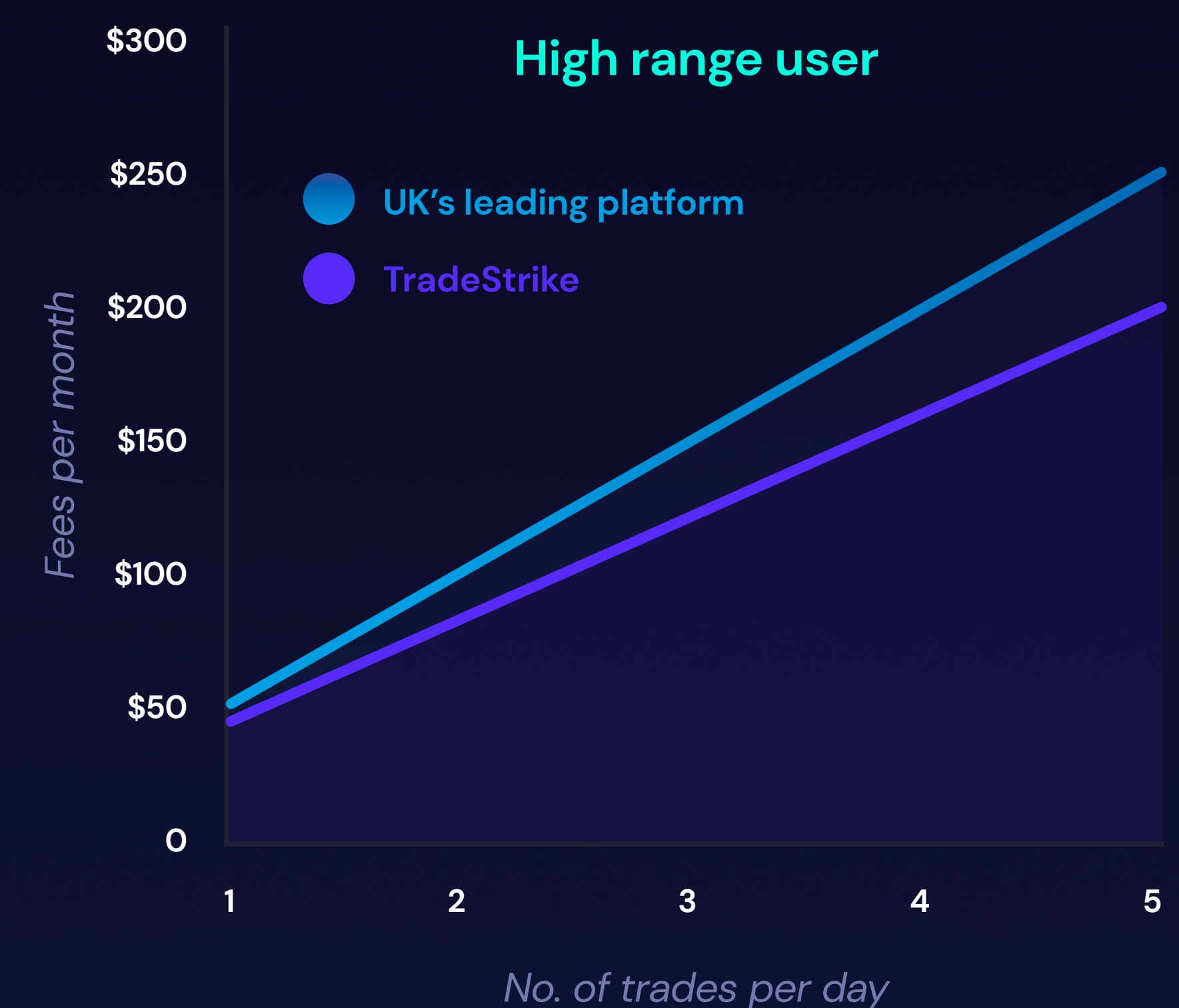
our draft pay as you go model compared to the UK's leading platform.



A casual low spend user investing between \$40 to \$200 per month would suit our PAYG service & enjoy **lower rates than our competitors.**



A user investing up to \$400 per month with 1 to 5 trades a day would **save money with us compared to our competitor**, and as their spend increases, the user would be more suited to our subscription package for the best value.



Our PAYG structure is almost \$50 per month **cheaper than our competitors** for high spend/frequency users. However, our subscription package would further **double their savings.**

annual revenue projection

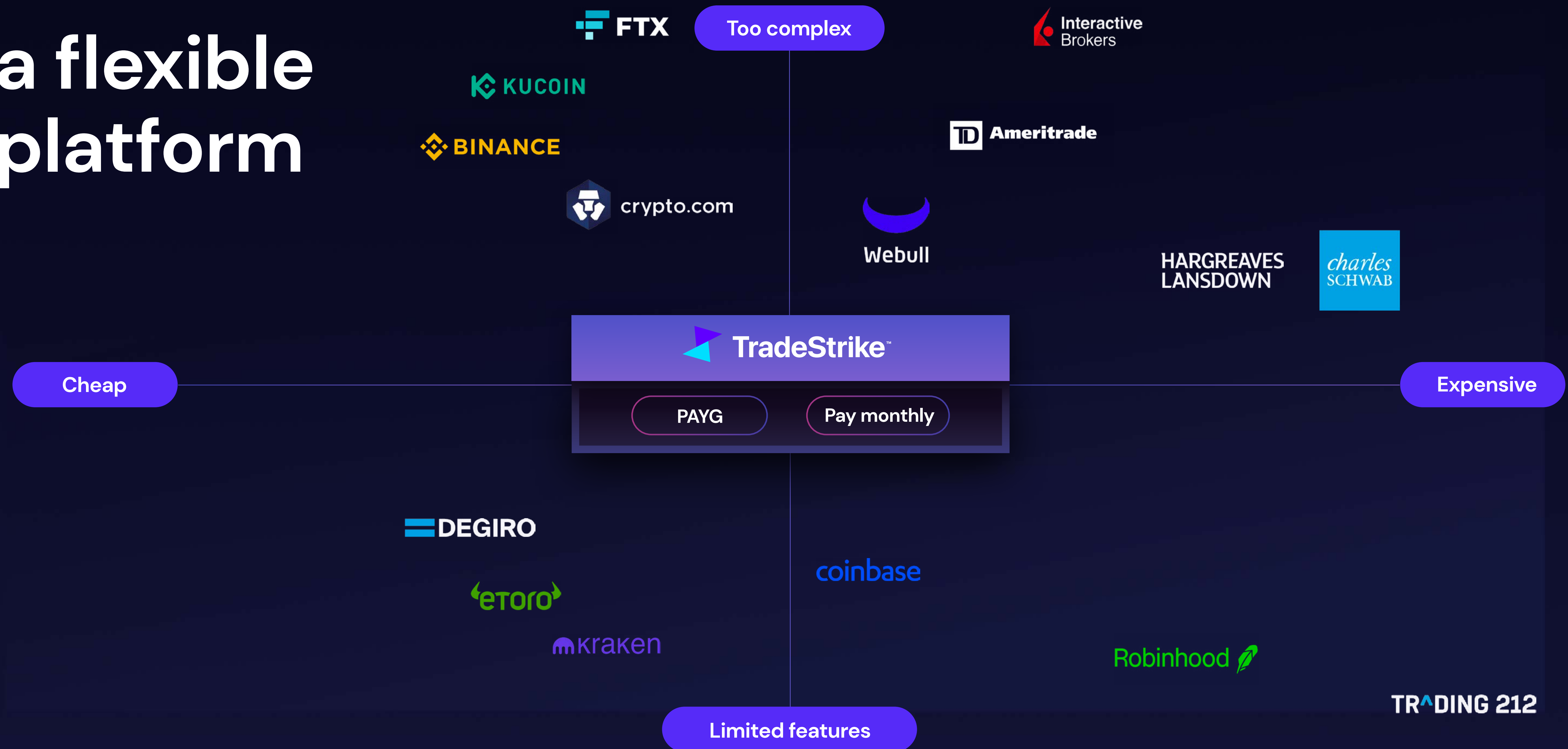
Using a conservative average of our predicted 'average user' paying \$12.52 per month in subscription and trading fees (a prediction based on the mean average of low to medium spend and frequency traders), we've plotted a rudimentary revenue projection. Based on a first-year target of **25,000** unique users, we expect a first-year revenue of approximately **\$3.5m**.



This revenue projection is a guide only. At this stage in the project, revenue projections are not possible to predict with accuracy.

a flexible platform

Competitors



Competitors



20m users



15m users



13m users



720k users



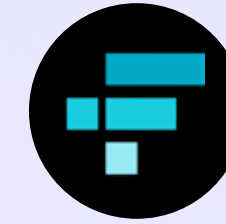
56m users



13.5m users



10m users



100k users

Key competitors

TradeStrike

Etoro

Trading212

Robinhood

IB

Coinbase

Binance

Crypto.com

FTX

OTC Stocks



Crypto



Forex



NFTs



Real-Estate



Pre-market / After-hours



Level 2 Data



Fiat & Crypto deposits



Flexible payment plan



Unrestricted trading



Etoro & Robinhood offer crypto, however, the options are incredibly limited

roadmap

2021

Q2–Q4

- ✓ Concept, research, core team assembled and project launch
- ✓ Lite paper / website / pitch deck
- ✓ Development and marketing team assembly and core team expansion
- ✓ Deploy new StrikeX token (\$STRX) alongside updated materials
- ✓ TradeStrike Lite (Staking platform): Soft launch
- ✓ Commence Development on TradeStrike (flagship trading platform), TradeX (DeFi trading platform) & StrikeX Wallet (Web3 Wallet)
- ✓ List \$STRX on centralised exchanges
- ✓ TradeX & StrikeX Wallet public reveals

2022

Q1 – Q3

- ✓ Upgraded Website implementation with improved underlying infrastructure
- ✓ TradeStrike: Public reveal of prototype alpha build
- ✓ TradeStrike: Closed in-house testing, research & feedback
- ✓ StrikeX: Promo video
- ✓ StrikeX Wallet: Beta
- ✓ StrikeX Wallet: Launch
- ✓ TradeX (TradeStrike Lite v2.0) Beta
- ✓ TradeX (TradeStrike Lite v2.0) Launch
- ✓ Lite Paper v2.0
- ✓ Strategic partnerships
- ✓ Further expansion of core team and advisory board

2022

Q4

- ✓ TradeStrike: Beta
- ✓ TradeStrike: Promo Video
- ✓ TradeStrike: QA
- ✓ Review further CeFi exchange listings
- ✓ TradeStrike: Public launch
- ✓ Scope product updates and additional verticals

Business Model

high growth.

12,000+

Investors of STRX

25,000+

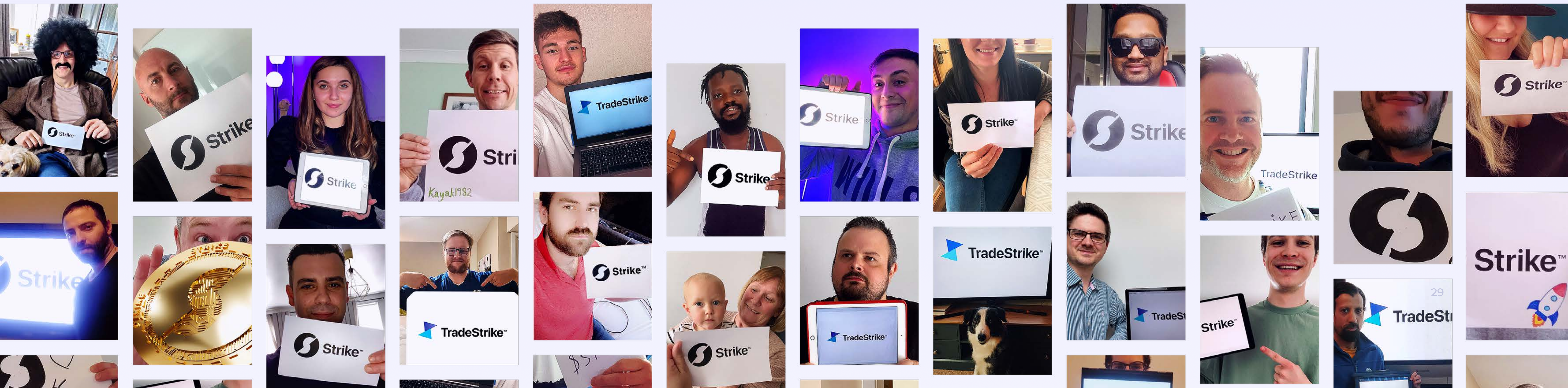
Total Social Following

We have an amazing community of thousands of HODL'ers behind us that are ready for the next-gen of trading.

- ✓ Fast-growing community
- ✓ Proven product demand
- ✓ Existing user base
- ✓ Innovative tech
- ✓ Unique & relatable selling points

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finance

FEATURED ON
BSC
NEWS





join us on our journey
in becoming — the
people's platform.

