

Everest nextGen

Trading and Analytical next generation Platform

Everest nextGen Description

Everest **nextGen** is a new generation trade and analytic instrument for Stock market and Forex market

For Brokers



free of charge



high reliability and security



versions for PC, Mac и Linux



mobile versions for iOS и Android



link up of any price source



highest market functionality



additional revenue from the **Everest Appstore** sales

For Traders and Analysts



focusing on usability, accessibility for all types of users, including professionals and amateurs



purchase and order of advanced algorithms via AppStore
(advanced neural networks prediction and classification, non-linear models, FFT, spectral analysis, wavelet, etc)



fully customizable next generation user interface



wide range of free analytical algorithms



server hosting for complex algorithms



popular trading platform algorithms support



traders, analysts, developers community



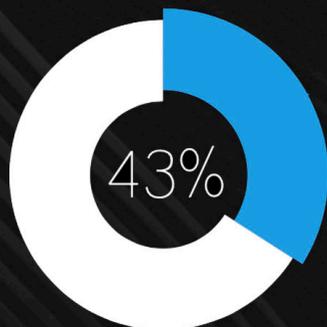
trust management system, PAMM-accounts

Estimating software, algorithms and trading signals market

More than **3** million traders in the world



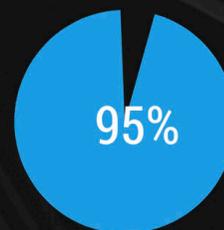
113 of various trading platforms



Use MetaTrader trading platform

More than **30 000**

registered sellers of analytical algorithms and trade advisors (robots)



Developers receive orders on the forums and the development field is not under control

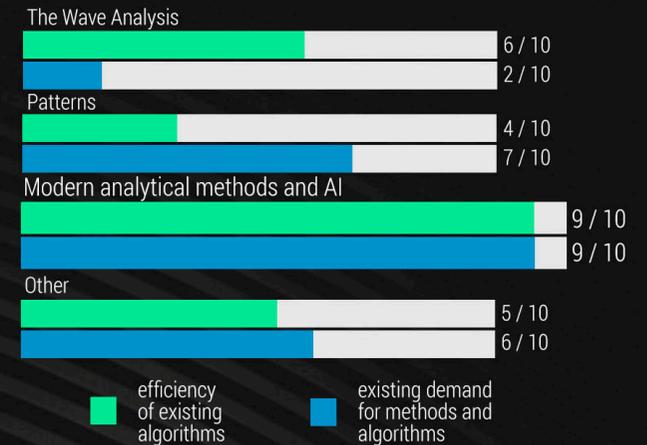
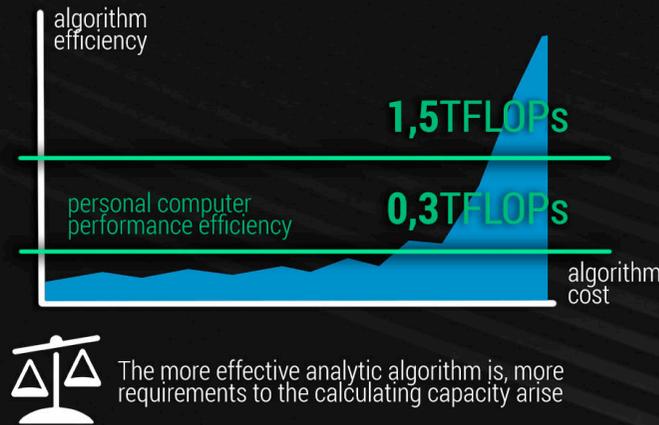
Analysis software and algorithms market is estimated at more than **0,5 bln \$**

Annual potential growth is **20%**

Expected market share is from **10%** or **50** mln \$

Everest nextGen Market problems

more than
80%
traders
(analysts)
use
additional
analytical
software



Mathematics averaging function is a basis for 95% of all algorithms available for purchase



Existing algorithms are not adaptive – they work during a definite period of time



Single channel of algorithms' distribution and sell is absent – centralized market is absent



Modern algorithms are not used within the mass market due to the lack of access to the high-performance computing resource



Usability and algorithm efficiency are the main parameters for analytic platform choose



More than 80% of traders and analysts aim at using new analysis methods

Everest nextGen System capabilities

User interface

- OS Windows/Mac - oriented user interface
- account management, analytics and statistics
 - interactive assistant
 - user algorithms visual editor
- traders and analytics community, PAMM accounts and trust management



Technical analysis

- technical indicators
- trade advisors (robots)
- C#, MQL, Java support
- algorithms visual editor
- strategy tester and debugger



Everest nextGen

Everest AppStore

- complex analytical modules purchase
- trade advisors (robots) purchase
- trade signals purchase
- order for algorithms development
- server resources (computational power) purchase



Everest Cloud

- server capacity purchase for complex analytical algorithms
- complex analytical algorithms execution



Free Functional



Trade Management

- Account management
- Trade execution
- Account statistics



Traders community

- Trust management(TM) and PAMM - accounts
- Messaging
- Group discussions



Analytics

- Technical indicators
- Advisors
- User algorithms visual editor
- MetaTrader 4/5 indicators and advisors support

Paid Functional



Algorithms purchase

- Analytic modules purchase
- Developers community.
- Placing order for analytic modules development



Analytic modules

- News information analysis system on the basis of the neural network classifier (HTM and Kohonen) (including social networks like facebook and twitter)
- Financial quotes value forecasting system
- Financial information classifier



Cloud based algorithms execution

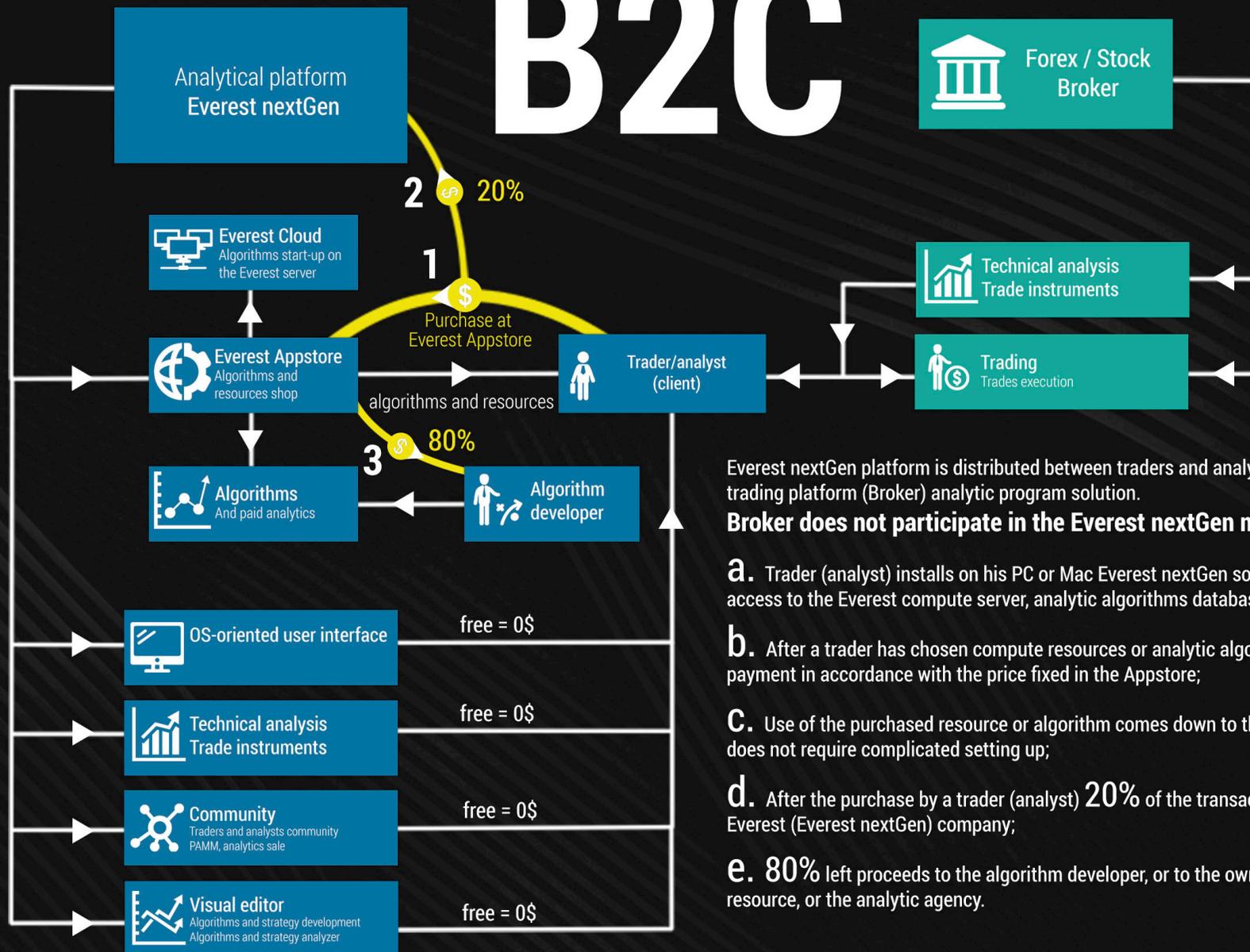
- High performance Servers, NVidia Cuda Clusters (increase in computational power up to 500 times)



Analytic instrumentation

- Feed forward neural networks, recurrent neural networks
- Classifiers based on the Kohonen maps
- Hierarchical Temporal Memory (HTM)
- Data pre-processing algorithms, Wavelet
- Non-linear regression models
- Spectral analysis, Fourier analysis
- Decision trees and math. graphs

B2C

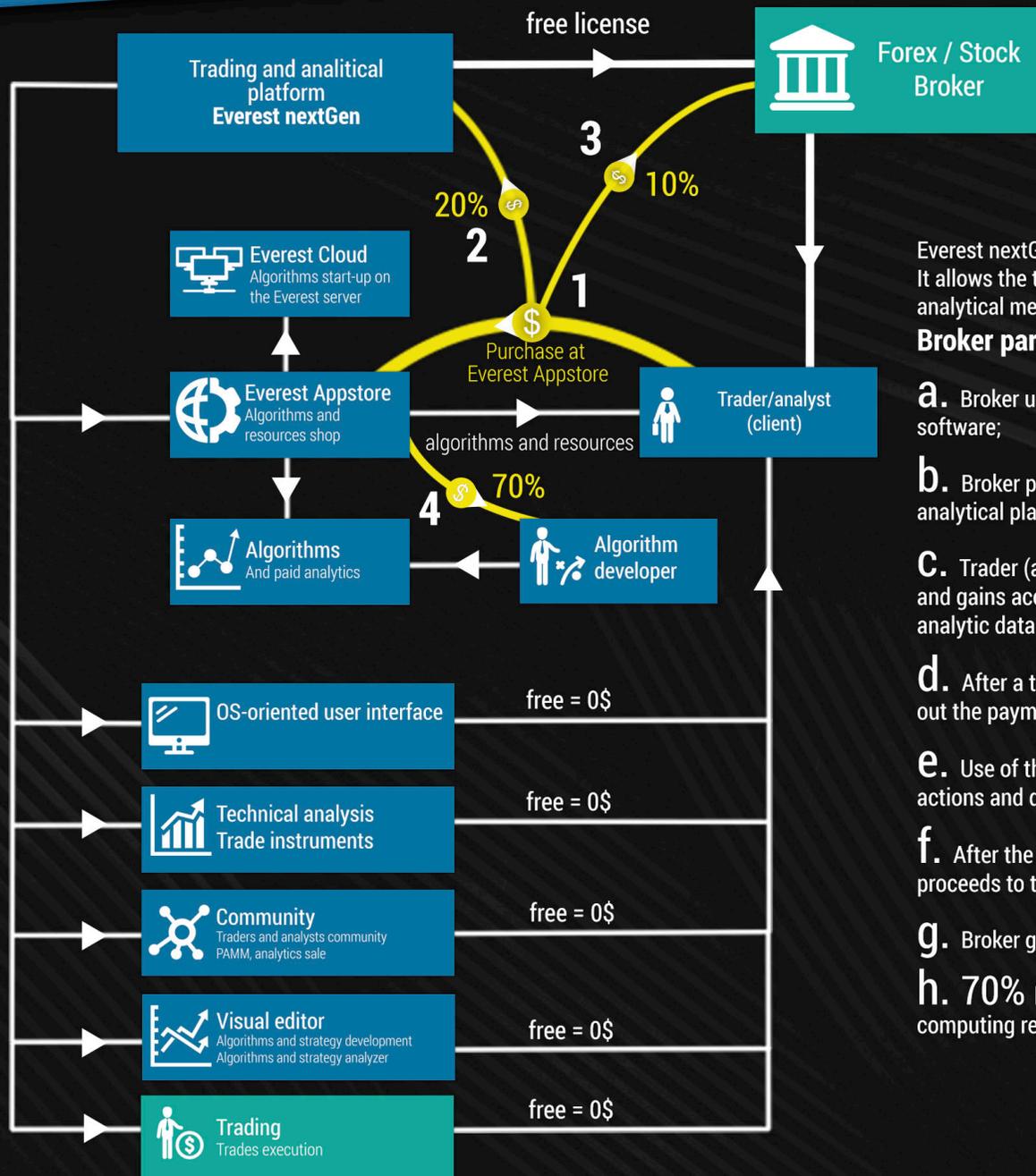


Everest nextGen platform is distributed between traders and analysts as an independent from trading platform (Broker) analytic program solution.

Broker does not participate in the Everest nextGen monetization scheme.

- a. Trader (analyst) installs on his PC or Mac Everest nextGen software for free, and gains access to the Everest compute server, analytic algorithms database and analytic data;
- b. After a trader has chosen compute resources or analytic algorithm, he carries out the payment in accordance with the price fixed in the Appstore;
- c. Use of the purchased resource or algorithm comes down to the primitive actions and does not require complicated setting up;
- d. After the purchase by a trader (analyst) 20% of the transaction value proceeds to the Everest (Everest nextGen) company;
- e. 80% left proceeds to the algorithm developer, or to the owner of the computing resource, or the analytic agency.

Everest nextGen B2B2C business model



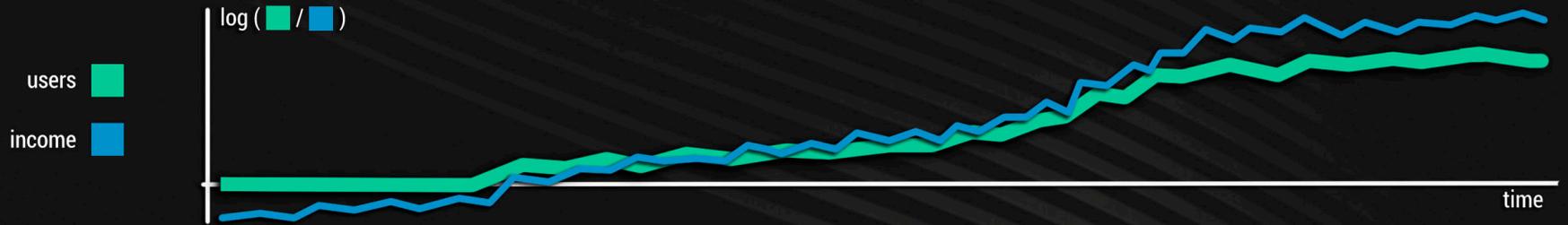
B2B2C

Everest nextGen is distributed between Broker customers (traders and analysts). It allows the trader to make stock/forex market trades and access to modern analytical methods, models and computing resources.

Broker participates in the Everest nextGen monetization scheme.

- Broker under the terms of a free license installs Everest nextGen server software;
- Broker provides its customers access to the Stock/Forex market through trade analytical platform Everest nextGen;
- Trader (analyst) installs on his PC or Mac Everest nextGen software for free, and gains access to the Everest compute server, analytic algorithms database, analytic data and Stock/Forex market via Broker;
- After a trader has chosen compute resources or analytic algorithm, he carries out the payment in accordance with the price fixed in the Appstore;
- Use of the purchased resource or algorithm comes down to the primitive actions and does not require complicated setting up;
- After the purchase by a trader (analyst) **20%** of the transaction value proceeds to the Everest (Everest nextGen) company;
- Broker get **10%** from Everest Appstore sales;
- 70%** left proceeds to the algorithm developer, or to the owner of the computing resource, or the analytic agency.

Everest nextGen Promotion strategy



Technical solution

Everest nextGen platform development;
Web-site development;
Back-end solution development;
Basic package of the technical review modules development;
Advanced analytical algorithms and math models development;
Certification and licensing;

Trade functions management system development;
Social network establishment;
Advanced analytic algorithms and math models development;

Development and implementation of the automatized client support system;
Advanced analytic algorithms and math models development;

Advanced analytic algorithms and math models development;

B2C B2B2C

- Support information development;
 - Sales channel investigation;
 - Presentation materials development;
 - Loyalty scheme development;
 - Closed testing execution;
 - Search Engine Optimization;
 - Blogging;
 - Participation in trend forums, conferences and events;
 - Advertising plan development;
- 30% of the marketing budget**

- Support information development;
 - E-mailing;
 - Direct-marketing;
 - Loyalty schemes;
 - Closed testing execution;
 - Search Engine Optimization;
 - Blogging;
 - Retailer net development;
 - Participation in trend forums, conferences and events;
 - Marketing events KPI;
 - Events for side algorithms developers attraction;
 - Developer support information;
- 70% of the marketing budget**

- E-mailing;
 - Direct-marketing;
 - Loyalty schemes;
 - Search Engine Optimization;
 - Blogging;
 - Retailer net extension;
 - Participation in trend forums, conferences and events;
 - Organization of subject events on algorithms development;
 - Marketing events KPI;
 - Web site conversion level increase;
 - Client support service;
- 150% of the initial marketing budget**

Due diligence
Preparation for IPO

Everest nextGen Competitors

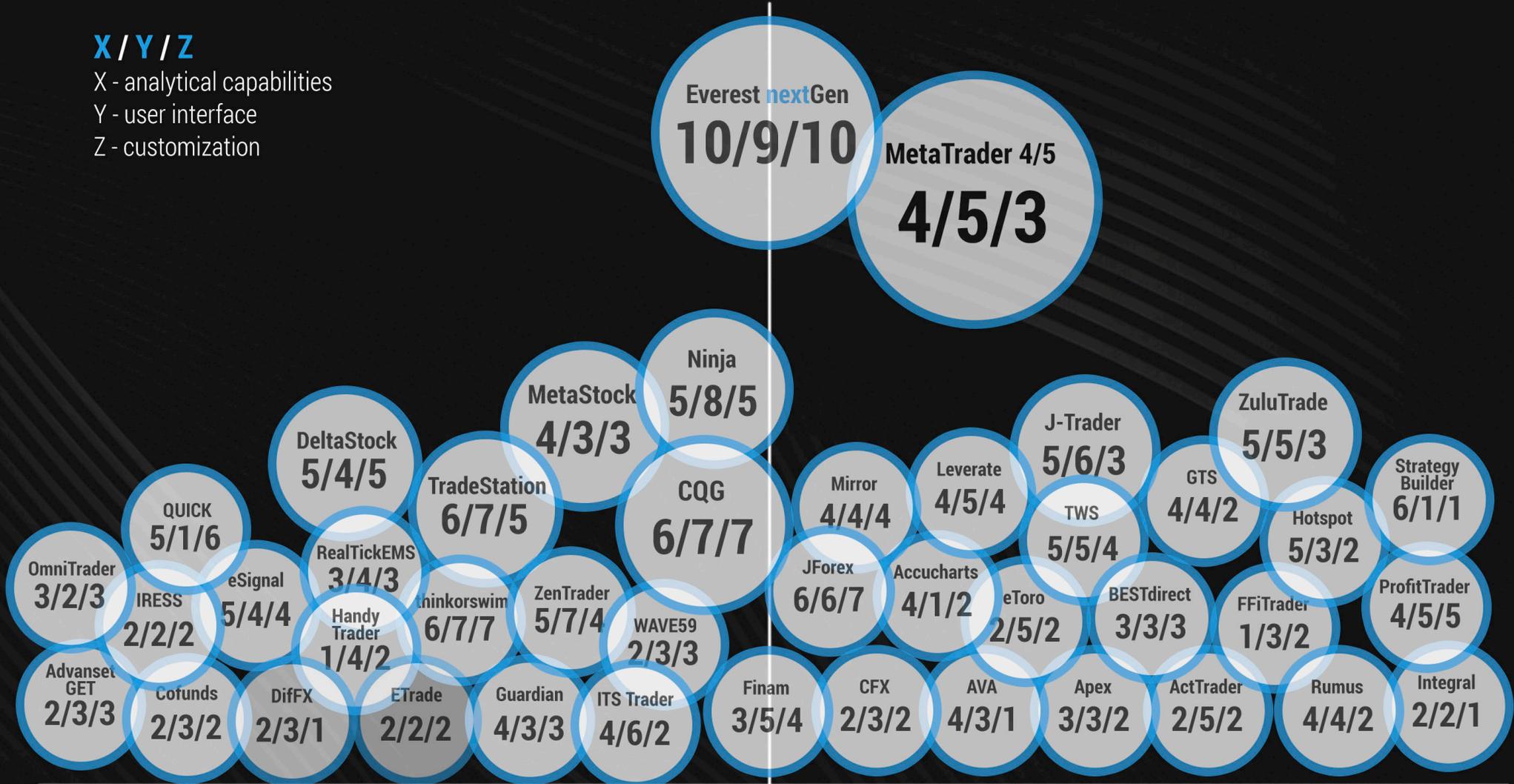
The number of Brokers that use the platform

X/Y/Z

X - analytical capabilities

Y - user interface

Z - customization



Stock Markets

Forex

Everest nextGen Competitors

	Everest nextGen	MetaTrader	thinkorswim	CQG Trader	TWS Workstation
Forex / Stock Market	Forex+Stock	Forex	Stock	Stock	Stock
Free for brokers	●				
Fully customizable user interface	●		●		●
Trading transactions	●	●	●	●	●
Trading statistics					
Technical indicators	●	●	●	●	●
Trade advisors (robots)	●	●	●		
Account management	●	●	●	●	●
Possibility to use a platform as analytic (logging on to exterior trading platform)	●				
Possibility to create set of analytic modules within a short time	●		●		
Complex and effective analytic algorithms' and modules' support	●		●		
Possibility to execute algorithms and modules in a cloud to increase productivity	●				
Traders, Analysts and Developers Community	●	●	●		●
United global market for algorithms purchase	●				
Centralized system for algorithms' and modules' order	●	●			
Intelligent assistant	●				
Virtual desktops, multiple displays support	●				●

Everest nextGen Key Performance Indicators

	First year	Second year	Third year	Fourth year
Sell of the algorithms	1 000 000 usd	1 500 000 usd	2 000 000 usd	2 500 000 usd
Algorithm cost during 12 months	100 usd	100 usd	100 usd	100 usd
Number of sales	50 000	75 000	100 000	125 000
Everest profit share	20%	20%	20%	20%
Algorithms' pattern sales	500 000 usd	600 000 usd	700 000 usd	800 000 usd
Pattern cost during 12 months	50 usd	50 usd	50 usd	50 usd
Number of sales	50 000	60 000	70 000	80 000
Everest profit share	20%	20%	20%	20%
Server capacity sales	5 000 000 usd	7 500 000 usd	9 000 000 usd	12 000 000 usd
Rental cost during 12 months	1 000 usd	1 000 usd	1 000 usd	1 000 usd
Number of sales	5 000	7 500	9 000	12 000
Everest profit share	100%	100%	100%	100%
Algorithms' development	750 000 usd	750 000 usd	750 000 usd	750 000 usd
Algorithm development cost	500 usd	500 usd	500 usd	500 usd
quantity	30 000	30 000	30 000	30 000
Everest profit share	5%	5%	5%	5%
	7 250 000 usd	10 350 000 usd	12 450 000 usd	16 050 000 usd

46 100 000 usd over **4 years**



Analytic models and algorithms development using visual editor and voice assistant based on aspect-orientated multiplatform software development technology



Extended precision forecasting and classifying systems of the financial information based on the unique solutions in the field of artificial intelligence and massive parallel computing



Systems of current smart monitoring of forums user accounts, social nets and newsfeeds for determination of trends, dependence and general climate forecasting



Extension of Everest nextGen user interface with the help of augmented reality technology



Implementation of our own payment system to monitor users' transaction operations

Everest PST OS

Trade and analytic set

Analytic algorithms on the basis of artificial neural network and fuzzy logic

Algorithms' visual editor, virtual desktops, technical review

Massive parallel computing technology support





Everest - Research

in association with **RedVerden Group**

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