



**EMPOWERING ANALYSTS,
ENRICHING INVESTORS!**

By KatalX Technologies Pvt Ltd

TEAM



Nitesh Jain

Co-founder & CEO

Ex-UPGrad | Ex-OYO

Alumni NICMAR

Alumni SPSU Udaipur

upGrad



Siddharth Raj Jain

Co-founder & CTO

Ex- CTO@ Network18 | Ex-VP engineering PayU

Ex- Director Engineering @ InMobi | Ex- Infosys

Alumni BITS Pilani.

Alumni Bhilai Institute of Technology

Network18

PayU

inMOBI

Infosys®



Sharath MP

COO & Advisor

Ex-Leader Engg @ Cisco | Ex-

Director Engg @ Subex | Ex-Infosys

Alumni of NITK Surathkal

CISCO

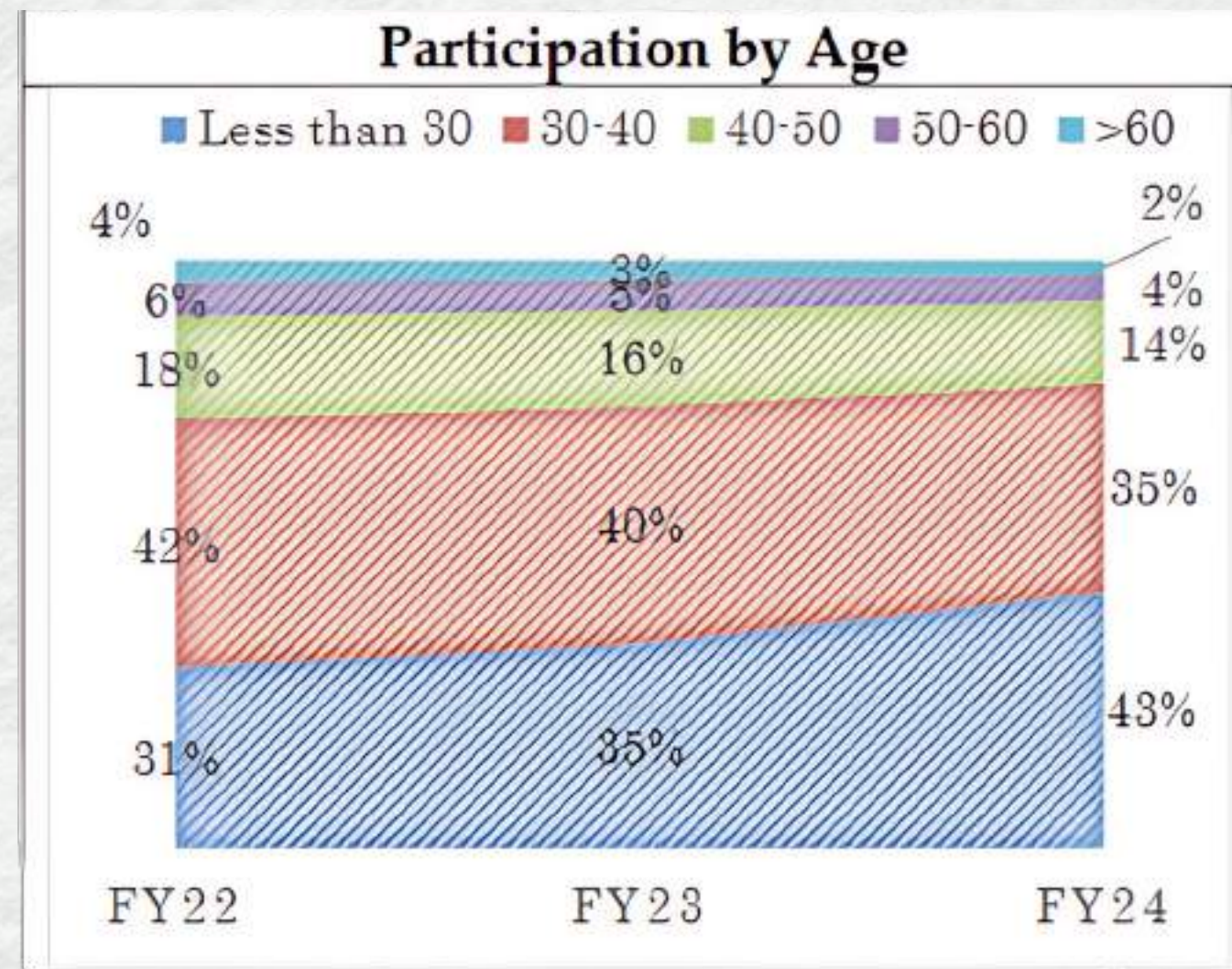
Infosys®

SUBEX

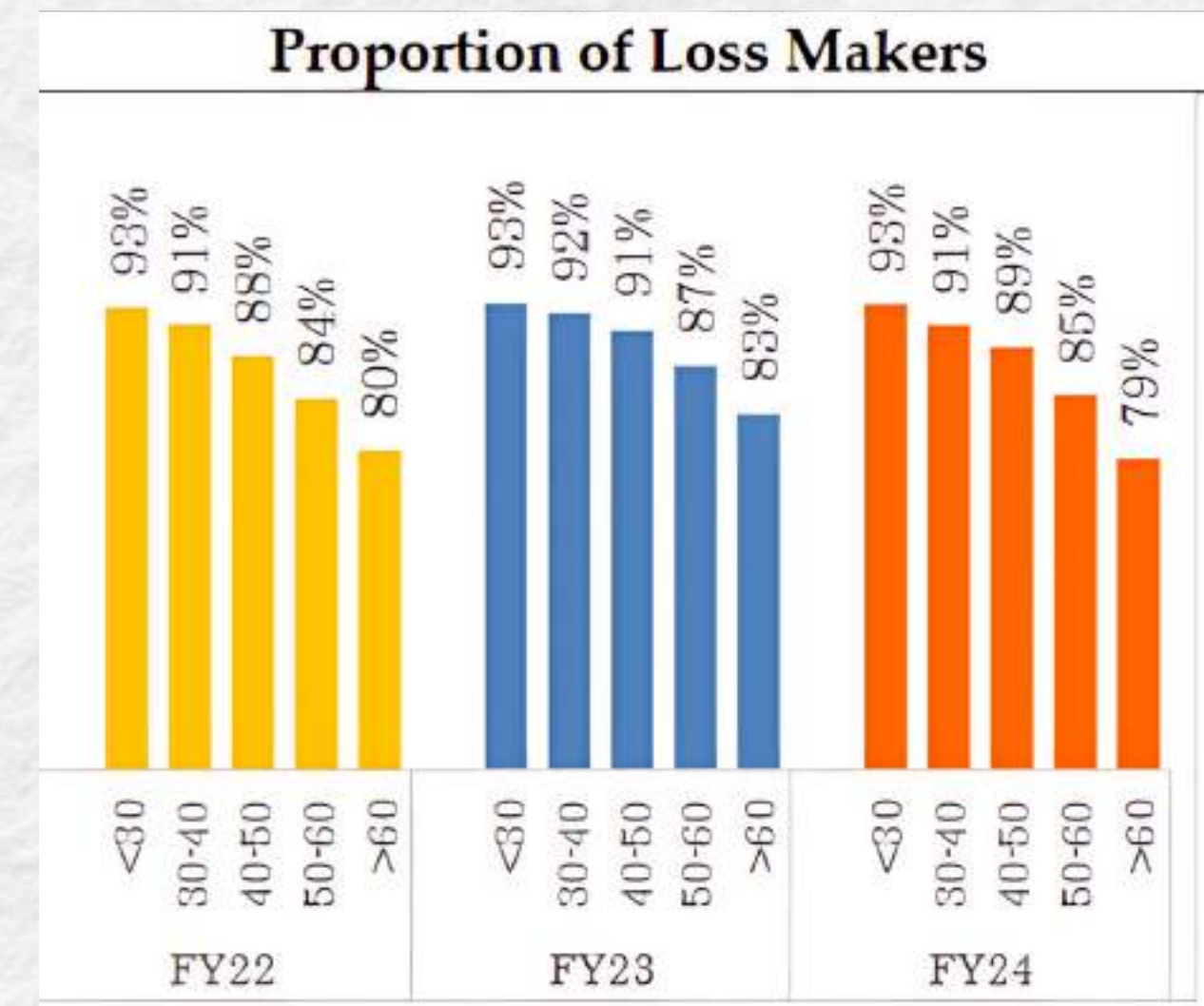
LANDSCAPE



RETAIL INVESTORS IN GROWING ECONOMY ACROSS ALL GENRE AND AFFLUENCE LEVEL ARE **STRUGGLING TO NAVIGATE** IN **BUSTLING WORLD OF STOCK MARKET**



Source : SEBI



Source : SEBI

93% OF THESE YOUNG TRADERS INCURRED LOSSES

43% increase in Traders Under 30

Low income' F&O traders 76%

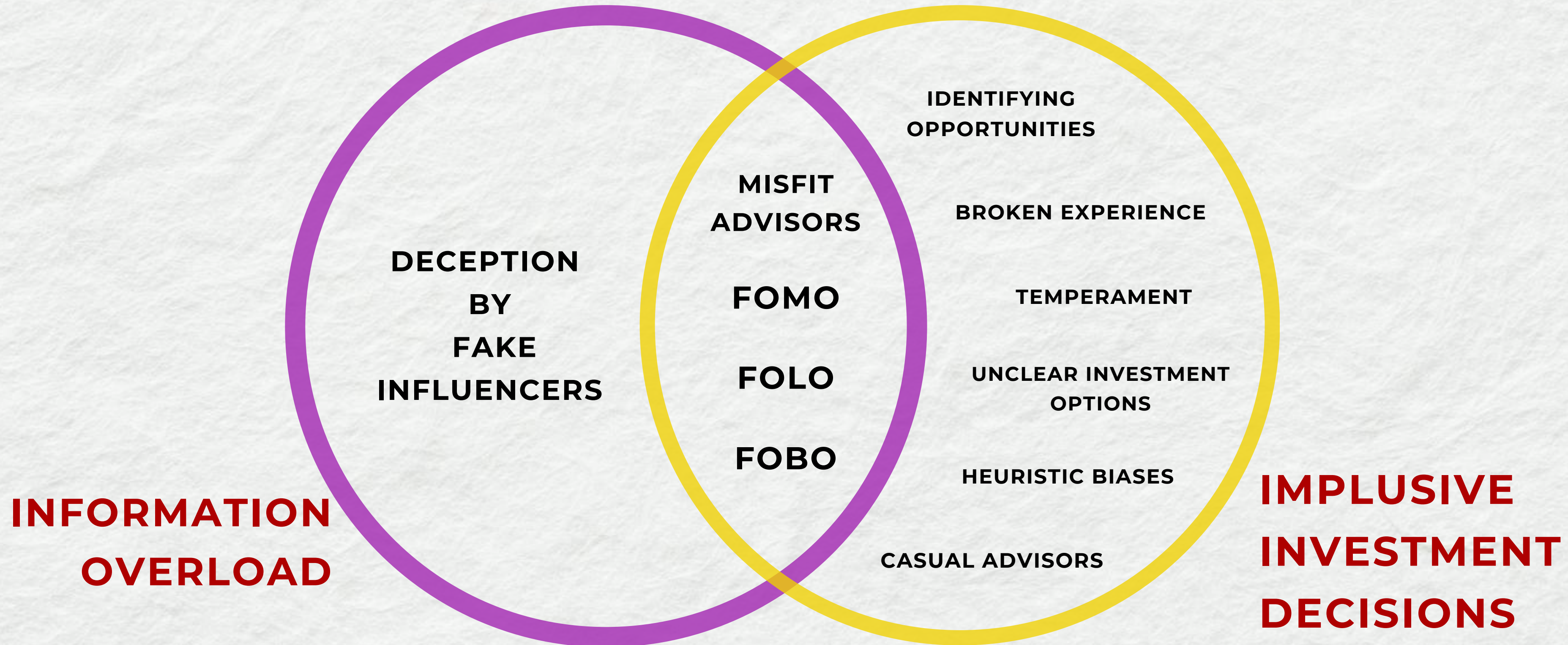
**INFORMATION
OVERLOAD**

**IMPLUSIVE
INVESTMENT
DECISIONS**

PROBLEM



For Traders and Investors





Sebi bans 'finfluencer', seeks Rs 17 crore fee refund

TNN / Updated: Oct 26, 2023, 12:17 IST

[SHARE](#) [PRINT](#) [AA](#) [FOLLOW US](#) [G+](#)

TOI

mint

[Home](#) [Latest News](#) [Markets](#) [News](#) [Premium](#) [Companies](#) [Money](#) [US Elections 2024](#)

Sebi bans Baap of Chart from securities market, orders refund of ₹17.20 crore in unlawful gains

Sebi bans 10 guest experts, entities from market for share rigging via TV show

HT Hindustan Times

EXPERTS STRUGGLE



For RA / RIA's

**Compliance
challenges**

**Limited
reach**

**Heavy
tech
lifting &
maintenance**

**Manual
processes**

**Different
Platforms
for each
offering**

EMBRACE - THE PRODUCT



Your Gateway to Informed Investing

**SEBI REGISTERED
RA / RIA AS
MENTORS**

EASY DISCOVERY

**COURSES, EVENTS,
MASTERCLASSES**

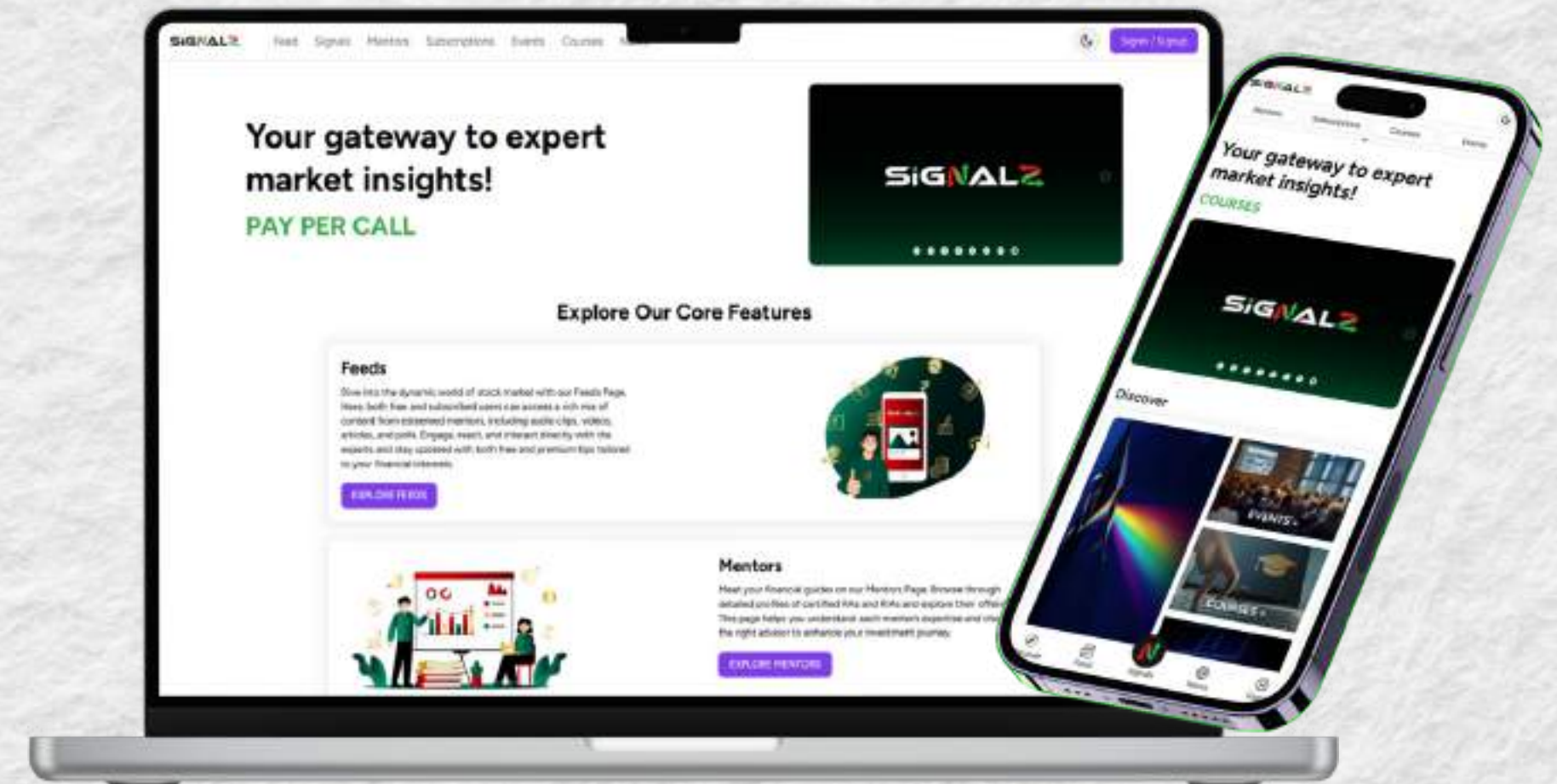
**FLEXIBLE
SUBSCRIPTIONS**

**OMNI-CHANNEL
CONNECT**

**TRADE VIA
BROKER**

NEWS

MUTUAL FUNDS



**One stop platform with ecosystem for
Investors and Traders to navigate in Markets**



For Users: Signalz.in

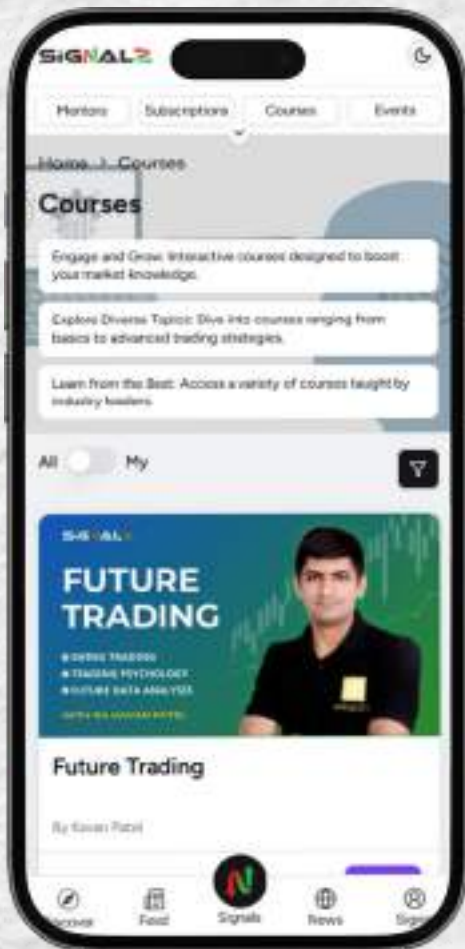
**Lighthouse in the sea of informed
investment options**

INVESTMENT JOURNEY MADE SIMPLE AND ENGAGING



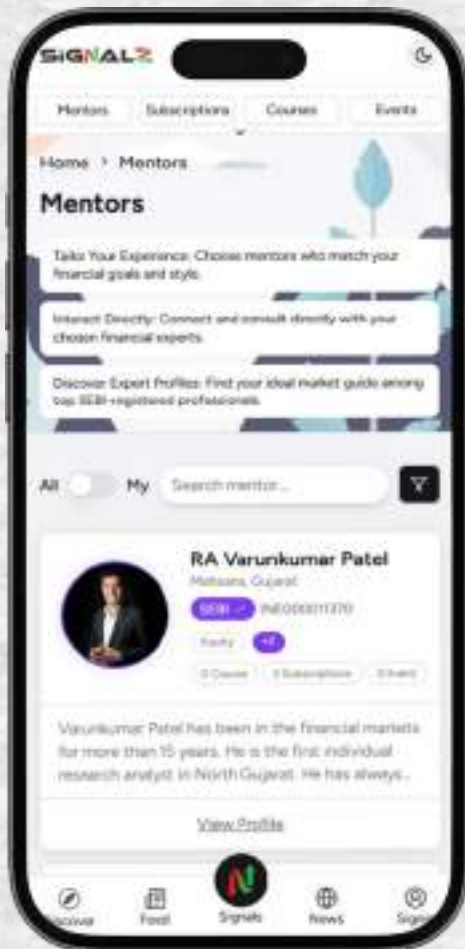
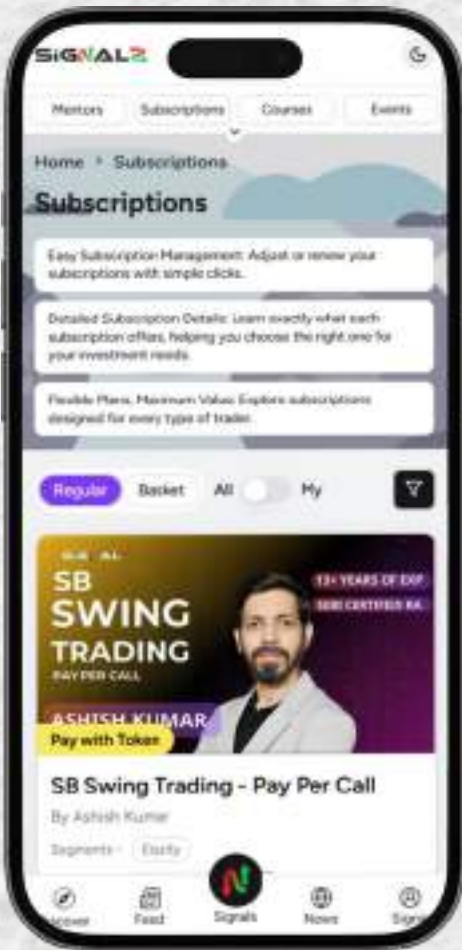
With an array of options, we bridge the gap between retail investors and financial experts, **fostering a collaborative environment where knowledge thrives and growth is collective**

Engagement



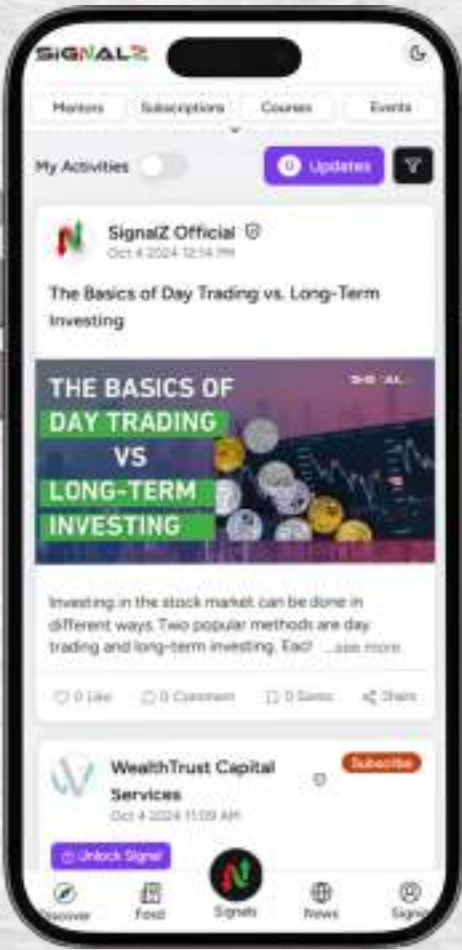
Education

Subscriptions



Professional
Advice

News



COMPETITIVE MAPPING(SIGNALZ.IN)

 Comprehensive  Limited  No



ASPECT	Signalz	Direct		Indirect		
		GapUP	Smallcase	Univest	Stratezy	Waya
Year of Incorporation	2024	2021	2015	2022	2021	2022
User Base	MVP	Small	Large	Medium	Medium	Small
App Download	1K	0.5M+	1M+	1M+	0.1M+	100k+
Accessibility	Web/Mobile	Web	Web/Mobile	Web/Mobile	Web/Mobile	Web/Mobile
Event & Sessions						
User Reachability to RA & RIAs						
Educational Resources						
Stitched Experience						
Ecosystem for Traders						
Broker integration						
Personalization						

BUSINESS MODEL



- Flexible Subscriptions
- Masterclasses/webinars
- 1:1 mentorship
- Courses
- Trade execution



Ads Revenue



**Mutual Fund
Distribution**



**Pro Features
Subscription**

OTHER HALF : SIGNALZ.PRO



Enabling advisors to SCALE and GROW

Your Gateway to Informed Investing

CONTENT
MANAGEMENT

RECOMMENDATION
MANAGEMENT

OMNI-CHANNEL
DELIVERY

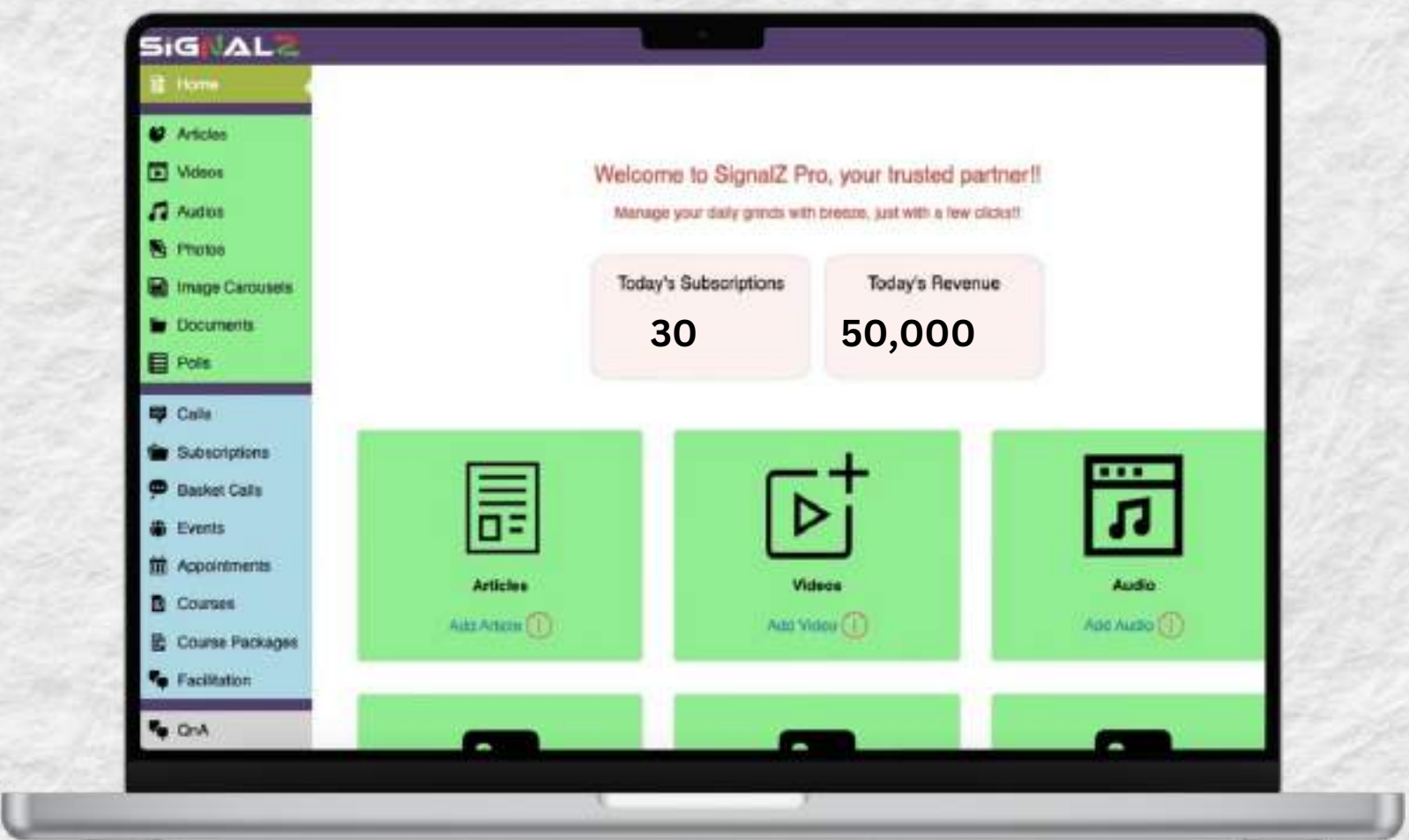
USER
ENGAGEMENT

COMPLIANCE
MANAGEMENT

ENRICHED
REPORTING

DIGITAL
MARKETING

APPOINTMENT
MANAGEMENT



For RA/RIAs: Signalz.pro

Curate investment ideas and expert insights
Compliance Overheads taken care off
Tech Overheads taken care off

COMPETITIVE MAPPING - SIGNALZ.PRO



 Comprehensive  Limited  No

ASPECT	Signalz	Others
Year of Incorporation	2024	-
User Base	20	1
Accessibility	Web/Mobile	Web
Compliance management		
Event & Sessions		
Omni Channel		
Educational Resources		
Stitched Experience		
Broker integration		



FIRST
MOVER
ADVANTAGE

CURRENT STATS



SIGNALZ.IN

2 Lac + Unique User Visits

13000+ App Downloads

5000 + Signups

**2000 + Subscribers on
Youtube**

SIGNALZ.PRO

30+ Mentors

70+ Subscriptions

**500+
Recommendations**

**20 + Courses, Masterclass &
Podcast**

MARKET SIZE



Two out of three Indians are confident of their ability to invest independently, but still **prefer to take the help of an adviser**

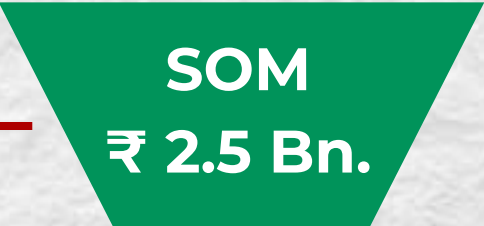
70% of Indian investors work with **professional advisers** compared to **54% globally**.

Year 2029

ARPU: ₹6000



GEN Z
MILLENNIALS
GEN X



ROAD TO EXPANSION



Phase 4

(P3 + 6 Months)

- Integration with NSE & BSE
- Showing real-time data & performance on our app

Phase 3

(P2 + 9 Months)

- App & service upgradation
- Focus on automation for RA, RIA & Users
- Trade automation

Phase 2

(P1 + 6 Months)

- Broker log in
- One-on-One interaction
- Integration with trading platforms

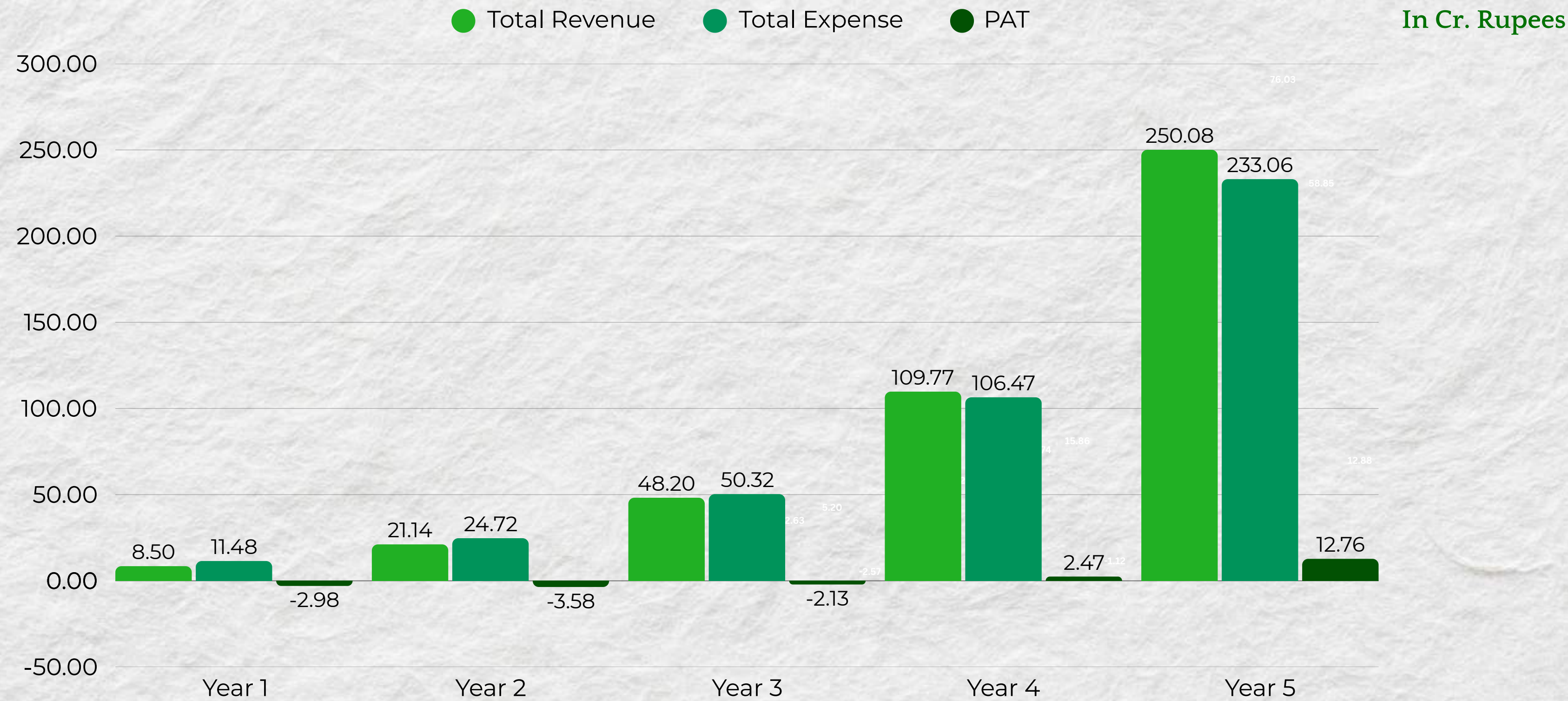
Phase 1

- MVP phase
- Begin monthly/quarterly/Semi-annual subscription
- Pay as you go
- Events
- Courses

BUSINESS PROJECTION



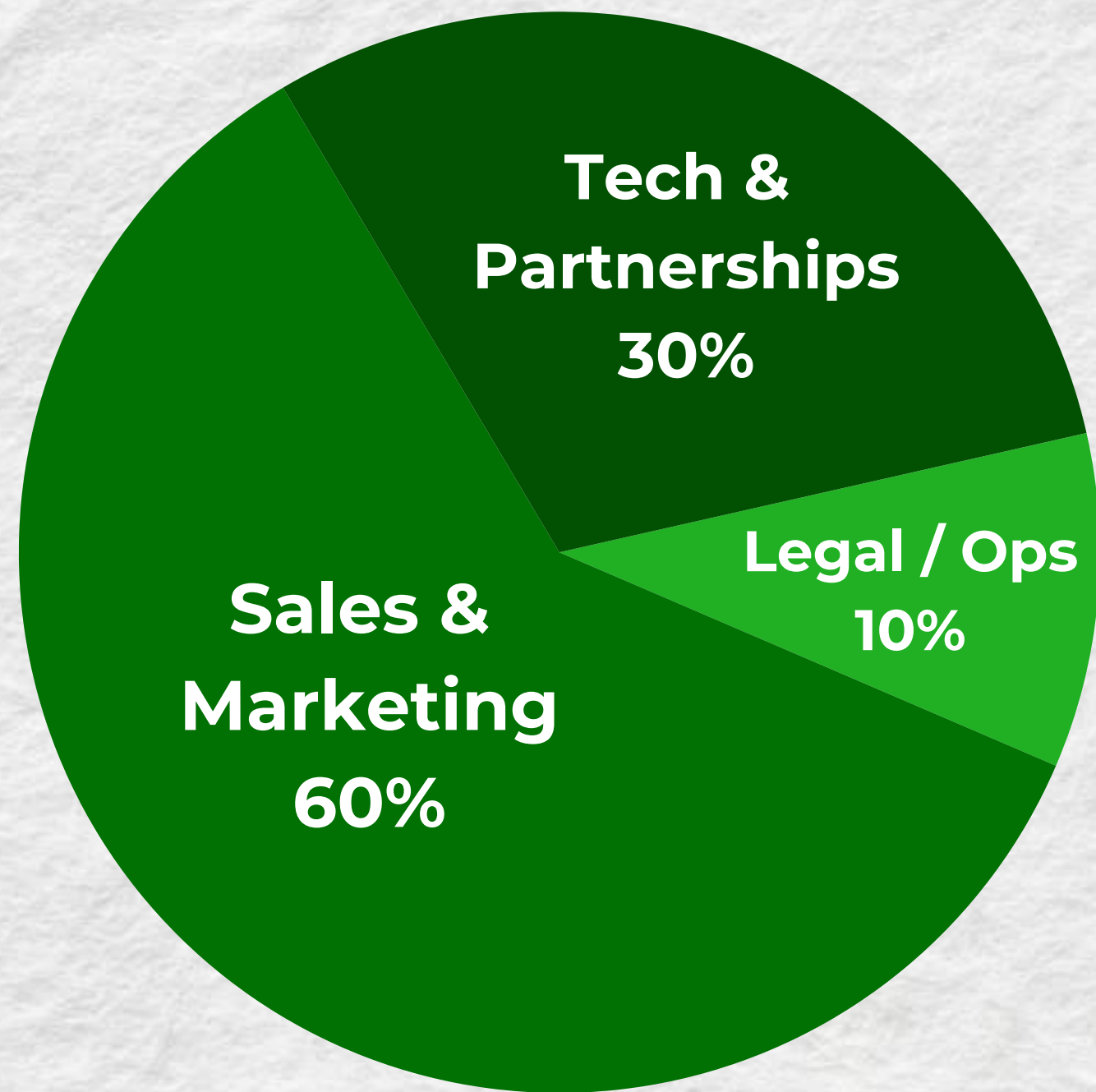
SiGNALZ Succeeds When The Advisors Succeed



SIGNALZ USE OF FUNDS



Use of the funds



Objectives of next 24 months

20000+ Active subscription

5000+ Learner base

Roadmap with New Features

SDP and Licensing Fees



**Ready to redefine your approach to financial
education and empowerment?
Step into the dynamic world of stock investing
with confidence by joining us
today.**

 **nitesh@katalx.in**

 **signalz.in**

 **7828922552**

