TradeRadarX AI

Investor-Focused Growth Plan

Version 1.0

Date: 2026-03-22

Prepared for: Angel and Seed Investors

----

1) Investment Thesis

TradeRadarX AI is building a category-defining desktop workflow platform for serious independent traders.

Why this can be venture-attractive:

- Clear pain point: fragmented tools and inconsistent decision workflows

- Monetizable behavior: traders already pay for edge, speed, and structure

- Founder proof of execution: product shipped, stabilized, and improved through real incidents

- Expansion path: subscriptions, premium analytics, partner channels, and team/educator licensing

Core thesis:

A disciplined, high-retention trading workflow platform can compound value through recurring revenue, product-led referrals, and premium upsell layers.

----

2) Product and Current Traction Status

Current state:

- Version 1.1 operational

- Support and activation communication architecture stabilized

- Packaging and release reliability established

- Version 2 scope and UX direction documented and implementation-ready

Execution signals:

- Provider migration handled without product reset

- Critical token handling bug diagnosed and fixed

- Runtime package integrity recovered and validated

- Ongoing roadmap and sprint documentation maintained

----

3) Market Opportunity

Primary market:

- Active retail traders in equities and momentum workflows

Market tailwinds:

- Expanding self-directed investor base

- Increased appetite for AI-assisted decision support
- Rising willingness to pay for integrated workflow platforms versus fragmented tools

Expansion adjacency:
- Trading communities and educators
- Semi-professional strategy operators
- Team plans and data-driven premium modules

----
4) Monetization and Unit Economics Model

Revenue model:
- Subscription SaaS-like model with monthly and annual options

Current pricing baseline:
- Starter: 29/month
- Pro: 59/month

Core unit economics targets:
- Gross margin: 80%+
- Monthly churn: under 5% and trending lower
- CAC payback: 3-6 months
- LTV/CAC goal: 3.0x or higher

Expansion monetization levers:
- Premium analytics add-ons
- Advanced signal modules
- Educator and small-team licensing

----
5) Go-To-Market and Growth Engine

Phase 1 (0-3 months): Product-market fit tightening
- Version 2 launch with onboarding and UX upgrades
- Foundational funnel assets: landing pages, demos, user proof
- Community-led acquisition (content, social, direct outreach)

Phase 2 (3-9 months): Repeatable funnel build
- Weekly webinar/demo rhythm
- Referral and affiliate programs
- Cohort-based onboarding and retention experiments

Phase 3 (9-24 months): Scaling channels
- Performance media where CAC and payback are validated

- Partnerships with educators and communities
- International English-first market expansion

----

6) Metrics That Matter to Investors

North-star growth metrics:
- Net new paid subscribers per month
- MRR growth rate and month-over-month acceleration
- Gross and net revenue retention
- Activation-to-paid conversion rate

Efficiency metrics:
- CAC by channel
- CAC payback period
- LTV/CAC ratio

Quality metrics:
- Churn by cohort
- Product engagement depth
- Support response and resolution time

----

7) Financial Upside Narrative (24-Month View)

Base assumptions:
- ARPU: 49/month
- Gross margin: 82%
- Churn improves from 4.5% to 3.8%

End-of-month-24 scenarios:
Conservative:
- 600 paid users
- MRR 29,400
- ARR run rate 352,800

Base:
- 1,200 paid users
- MRR 58,800
- ARR run rate 705,600

Upside:
- 2,500 paid users
- MRR 122,500

- ARR run rate 1,470,000

Investor framing:
- At solid retention and repeatable CAC, revenue can compound quickly via subscriptions and upsells

----

8) Valuation Narrative Framework

Early valuation support pillars:
- Founder execution proof (shipping, reliability recovery, ongoing roadmap delivery)
- Product readiness beyond concept stage
- Subscription recurring revenue model with expanding ARPU potential
- Operational learnings already converted into process and architecture improvements

Sweat equity signal:
- 555-740 founder hours already invested
- Midpoint effort baseline: 648 hours
- Demonstrates commitment, learning velocity, and resilience under technical pressure

Narrative for investor discussions:
TradeRadarX AI is de-risking execution risk early and preparing to convert into growth risk, where capital can accelerate distribution and retention compounding.

----

9) Capital Raise and Deployment Plan

Target raise:
- 250,000 to 500,000 seed round

Use of funds:
- 40% product and engineering acceleration
- 30% acquisition and growth experiments
- 15% support and operations
- 10% infrastructure and tooling
- 5% legal/compliance and contingency

Expected funded outcomes (12-18 months):
- Version 2 completed and adopted
- Repeatable conversion funnel with channel-level CAC visibility
- Improved retention cohorts and stronger MRR compounding
- Positioning for larger seed/Series A-style institutional conversation or profitability path

----

10) Team Build Plan

Current:

- Founder-led development, operations, and support

First hires:

- 1 engineer for velocity and technical redundancy

- 1 QA/support specialist for retention quality

- 1 growth operator (fractional or full-time) for funnel scale

Advisory layer:

- SaaS growth advisor

- Fintech risk/compliance advisor

----

11) Risks and Mitigation

Risk: Slower-than-expected paid growth

Mitigation: Multi-channel acquisition testing and conversion optimization

Risk: Churn pressure in early cohorts

Mitigation: Onboarding redesign, retention triggers, usage-driven support

Risk: Infrastructure or provider interruptions

Mitigation: Redundancy planning and incident playbooks

Risk: Founder concentration

Mitigation: Hiring roadmap and stronger process documentation

----

12) Investor Ask

We are seeking aligned capital partners who value disciplined execution, recurring-revenue software economics, and practical AI utility in a large, active market.

Ideal investor profile:

- Early-stage software or fintech-adjacent experience

- Hands-on support with growth strategy and hiring

- Long-term orientation toward retention-led compounding

End of Document