



FINSDK



USHERING IN A NEW ERA OF GRID TRADING

Finsdk integrates cutting-edge technology and financial wisdom, focuses on grid trading strategy development, automated trade execution, risk management and customized financial services, and builds an innovative, efficient and secure one-stop grid trading platform to help global investors achieve stable wealth growth and intelligent management in volatile markets.

SMART GRID, FINANCE TO THE FUTURE



REINVENTING THE NEW FUTURE OF GRID TRADING
//WHITE PAPER

INTRODUCTION



As the financial market continues to evolve, investors are faced with increasingly complex market environment and diversified investment needs. Traditional trading mode is often powerless to cope with market fluctuations, and problems such as low trading efficiency, difficulty in risk control, and lack of flexibility in investment strategies have gradually become prominent.

Founded in 2021, Finsdk has a keen insight into this market pain point and provides effective solutions for global investors with deep research and continuous innovation in the field of grid trading. Through accurate grid trading strategy, intelligent automated trading system, strict risk management system and personalized financial services, Finsdk breaks trading barriers, helps investors accurately grasp trading opportunities in the ups and downs of the market, and realizes efficient asset appreciation and risk control. Promote grid transactions to a new stage of intelligent, digital and personalized development.



MARKET PAIN POINT

➤ TRANSACTION EFFICIENCY AND ACCURACY DILEMMA

Manual trading relies on the experience and judgment of investors. In the face of ever-changing market conditions, it is difficult to quickly and accurately capture the trading opportunity, especially in high-frequency trading scenarios, the delay and error of manual operation seriously affect the trading effect, resulting in missing the profit opportunity or suffering unnecessary losses.

➤ RISK CONTROL PROBLEMS

market fluctuations are complex and changeable, and traditional risk control methods are difficult to monitor and respond to various risks in a real-time and comprehensive manner. In the absence of effective risk warning and countermeasures, investors will face a huge threat to asset safety once the market fluctuates sharply.

➤ HOMOGENIZATION OF INVESTMENT STRATEGIES

Most of the trading strategies in the market are the same, which can not meet the individual needs of different investors. It is difficult for investors to find a trading strategy that truly fits their own risk appetite, investment objectives and capital status, resulting in unsatisfactory investment results.

➤ HIGH TRANSACTION COSTS

Frequent trading operations are often accompanied by high handling fees and slide-point costs, especially in multi-varieties, multi-market trading, transaction costs further increase, seriously eroding investment returns.

COMPANY PROFILE



Finsdk was officially established in New York in 2021, relying on New York's unique financial resources and innovation atmosphere, and quickly gathered a group of top talents from finance, technology, mathematics, risk management and other fields. The company is committed to becoming a global leader in the field of grid trading, relying on deep industry experience, cutting-edge technical strength and persistent pursuit of innovation, to provide global investors and financial institutions with professional, efficient and secure grid trading services.

Since its establishment, Finsdk has always adhered to the development strategy of technology-driven innovation, continuously explored and applied new technologies and new methods, continuously optimized the business model and service system, actively promoted the wide application and in-depth development of grid transaction technology in the global financial market, and contributed to the digital transformation of the financial industry.



CORE TEAM



FINANCIAL STRATEGY EXPERTS

The team brings together a number of senior financial analysts, portfolio managers and trading strategy experts. They have a deep understanding of the global financial market and keen insight, can accurately grasp the market trend, formulate scientific, reasonable and unique grid trading strategies, and provide clients with professional and accurate investment advice.



TECHNOLOGY INNOVATION PIONEER

A technical team composed of software engineers, data scientists, algorithm experts and blockchain developers, with strong technology research and development strength and innovation ability. They focus on the optimization of grid trading algorithms, the development of automated trading systems, the application of blockchain technology in transaction security and data management, and the practice of artificial intelligence technology in risk prediction and strategy adjustment, and constantly promote the company's innovative breakthroughs at the technical level to ensure that the company is always at the forefront of industry technology.



MASTER OF RISK MANAGEMENT

All members of the risk management team are professionals with rich experience in the field of financial risk management. They are proficient in various risk assessment models and risk management tools, capable of comprehensively and accurately identifying, assessing and monitoring market risks, credit risks and operational risks, etc., and formulating effective risk response strategies to ensure the safety of the company and customers' assets.



MANAGEMENT AND OPERATION ELITE

The company's management and operation team has excellent leadership, rich management experience and efficient operation ability, responsible for the company's strategic planning, marketing, customer service, compliance management and other all-round operation management work. They can accurately grasp the market dynamics and formulate practical development strategies to ensure the stable operation and sustainable development of the company.

DEVELOPMENT PROCESS



EMBRYONIC EXPLORATION PERIOD

(2021–2022)

At the beginning of the company's establishment, the core team focused on the in-depth research of the grid trading market and the research reserve of cutting-edge technologies. In-depth analysis of the development trend of the global financial market, the application status of grid trading technology and potential market demand, and actively carry out the preliminary research and development of grid trading strategies and small-scale simulation trading experiments. At the same time, we establish close ties with experts, scholars and research institutions in the financial industry, participate in industry seminars and academic exchange activities, and accumulate theoretical knowledge and practical experience for the development of the company. During this period, the company successfully received a \$3 million angel round of investment, providing solid financial support for team building and technology research and development.

PRODUCT DEVELOPMENT AND PRELIMINARY VALIDATION PERIOD

(2022–2023)

With the completion of preliminary research and technical reserve work, Finsdk officially launched the research and development of the grid trading platform. The technical team fully invested, combined with advanced mathematical models, artificial intelligence algorithms and big data analysis technology, to develop a grid trading system with independent intellectual property rights. The system has efficient strategy execution ability, accurate market trend tracking ability and strong risk control ability. At the same time, the company carried out a small range of user testing and market verification, invited some professional investors to participate in the platform trial, and continuously optimized and improved the product according to user feedback. At this stage, the company established partnerships with a number of financial data providers to ensure that the platform can obtain comprehensive, accurate and real-time market data, providing strong data support for grid transactions.

RAPID GROWTH AND MARKET EXPANSION PERIOD

(2023–2024)

After the preliminary research and development and verification, Finsdk grid trading platform was officially launched for the market, with its excellent performance, stable performance and professional services, quickly attracted the attention and participation of many investors. The number of users and transaction scale of the company have achieved explosive growth, and the business scope has been expanding, covering many financial market fields such as stocks, futures, foreign exchange, and digital currency. At the same time, the company has increased its marketing efforts, actively participated in various financial industry exhibitions and seminars, established cooperative relations with a number of well-known financial institutions around the world, and jointly carried out grid trading business cooperation and product innovation. During this period, the company also received \$10 million in Series A financing, further enhancing the company's financial strength and market competitiveness.

MATURE DEVELOPMENT AND DIVERSIFIED EXPANSION PERIOD

(2024–present)

Entering the mature development stage, Finsdk, on the basis of consolidating the core business of grid trading, has continuously expanded its business areas and launched a diversified product and service system such as risk management services, customized financial solutions, and transaction data analysis services. The company continues to increase investment in technology research and development, introduce cutting-edge technologies such as artificial intelligence, blockchain, and cloud computing, and continuously optimize and upgrade existing products and services to improve user experience and service quality. At the same time, we actively expand the international market, set up branches in Europe, Asia, South America and other regions, strengthen localization team building and market promotion, and realize the rapid expansion of global business layout. In addition, the company has also reached cooperation with a number of enterprises with technical advantages and market resources through strategic investment and mergers and acquisitions, further enhancing the company's comprehensive strength and market influence.

COMPANY VISION AND MISSION



VISION

Finsdk is committed to becoming the world's leading grid trading service provider and building an open, innovative, efficient and secure global grid trading ecosystem. Through continuous technological innovation and excellent service quality, grid trading services benefit every investor and financial institution in the world, promote the digital and intelligent transformation of the financial industry, and inject new vitality into the prosperity and development of the global economy.



MISSION

Use advanced technology and professional financial knowledge to break the geographical and industry restrictions of transactions, and provide personalized, diversified and intelligent grid trading solutions for global customers. Through continuous optimization of grid trading strategies, automated trading systems, risk management systems and financial service products, we help clients achieve stable asset appreciation and effective risk management and control, and enhance their financial well-being and wealth freedom. At the same time, actively promote the innovation and development of grid trading technology, promote the fair, transparent and efficient operation of the financial market, and create greater economic value and social benefits for the society.

VALUE



INNOVATION-DRIVEN

Encourage the team to explore new technologies, new methods and new models, constantly innovate, take innovation as the core driving force, and lead the company to sustainable development in the field of grid trading.



CUSTOMER FIRST

always put customer needs in the first place, take the customer as the center, provide professional, efficient and personalized service, continue to exceed customer expectations, and take customer satisfaction as the highest standard to measure work.



PROFESSIONAL AND RIGOROUS

uphold professionalism and rigorous attitude, in the financial analysis, technology research and development, risk management, service provision and other links, the pursuit of excellence in quality, to ensure that every decision and operation are scientific, accurate and reliable.



WIN-WIN COOPERATION

advocate common development with partners, employees and customers, establish long-term and stable cooperative relations, realize resource sharing, complementary advantages, mutual benefit and win-win, and jointly build a prosperous grid trading ecosystem.

ADVANTAGES OF THE COMPANY



TECHNICAL STRENGTH

➤ LEADING GRID TRADING ALGORITHM

The self-developed grid trading algorithm integrates advanced technologies such as deep learning, machine learning, and genetic algorithm, which can conduct real-time analysis and deep mining of massive market data and accurately capture trading opportunities in market fluctuations. The algorithm has a high degree of adaptability and self-learning ability, and can automatically adjust grid parameters and trading strategies according to market changes, so as to achieve efficient high-frequency trading and stable investment returns.

➤ AUTOMATED TRADING SYSTEM EXCELLENCE

The construction of an advanced automated trading system, to achieve the rapid delivery of trading orders, accurate execution and real-time monitoring. The system has a high degree of stability and reliability, and can continue to operate in a complex market environment to ensure the smooth progress of transactions. At the same time, the system supports a variety of trading interfaces and trading methods to facilitate customers to connect with various financial markets.

DATA RESOURCES AND PROCESSING CAPABILITIES

➤ MASSIVE DATA INTEGRATION

We have established long-term and stable cooperative relations with many well-known financial data providers around the world, and can obtain massive data of various financial markets such as stocks, futures, foreign exchange, digital currency in real time, including historical market data, real-time trading data, macroeconomic data, corporate financial data, etc. Through the integration and cleaning of multi-source data, it provides comprehensive and accurate data support for grid transactions and risk control.

➤ POWERFUL DATA PROCESSING CAPABILITY

With high-performance computing cluster and advanced data processing technology, it can process and analyze massive financial data quickly and efficiently. The use of distributed computing, cloud computing and other technologies to achieve parallel processing and real-time analysis of data, to ensure that companies can quickly make decisions in the rapidly changing financial market, to seize market opportunities.

PROFESSIONAL TEAM

➤ INTERDISCIPLINARY TALENT GATHERING



Team members from finance, mathematics, statistics, computer science, information technology and other fields, with interdisciplinary knowledge and skills. They can give full play to their professional advantages and cooperate to provide all-round support for the company's business development, from financial strategy formulation, technology research and development innovation to risk control and market operation, forming a strong team force.



➤ RICH INDUSTRY EXPERIENCE

The core team members have many years of experience in the field of grid trading and financial technology, and have participated in the research and development and implementation of several large-scale grid trading projects and financial technology projects. They have a deep understanding and accurate grasp of the development trend of the industry, and can combine rich practical experience with cutting-edge theoretical knowledge to provide valuable experience and guidance for the development of the company.



GRID TRANSACTION SERVICE



➤ PERSONALIZED STRATEGY CUSTOMIZATION

Customize personalized grid trading strategies for customers according to their risk tolerance, investment objectives, investment period and capital scale. The strategy covers a variety of types such as trend tracking grid, shock grid, arbitrage grid, etc. Through real-time analysis of market data and dynamic optimization of the model, the optimal allocation of the investment portfolio is achieved to ensure that customers can obtain stable investment returns in different market environments.



➤ REAL-TIME TRADE MONITORING AND OPTIMIZATION

Provide 7×24 hours real-time trade monitoring services, real-time tracking and analysis of market conditions, trade execution, risk indicators, etc. The use of advanced algorithms and intelligent analysis tools, timely detection of abnormal situations and strategic deviations in the process of trading, and automatic optimization and adjustment, to ensure the smooth progress of trading and effective execution of investment strategies.

RISK MANAGEMENT SERVICE



➤ COMPREHENSIVE RISK ASSESSMENT

We use big data analysis, machine learning algorithm and risk assessment model to carry out comprehensive risk assessment on customers' investment portfolios, including market risk, credit risk, liquidity risk, operational risk, etc. Through the quantitative analysis and evaluation of risk factors, we provide customers with detailed risk reports and risk warnings to help customers fully understand the investment risk status.



➤ DYNAMIC RISK CONTROL

A dynamic risk control system has been established to adjust the risk exposure of the portfolio in real time according to market changes and customers' risk tolerance. Through the use of risk hedging tools, stop loss strategies, position management and other means to effectively control investment risks, to ensure that customer assets under the premise of risk control to achieve steady appreciation.

PRODUCTS AND SERVICES



CUSTOMIZED FINANCIAL SOLUTIONS

➤ INSTITUTIONAL CUSTOMER CUSTOMIZATION SERVICES



We provide customized grid trading solutions for asset management companies, hedge funds, banks and other institutional customers, and customize personalized trading systems and risk management solutions according to customers' business needs and investment strategies. Help institutional clients improve transaction efficiency, reduce transaction costs, control investment risks, and achieve innovative business development.

➤ EXCLUSIVE SERVICES FOR HIGH NET WORTH CLIENTS



We provide exclusive grid trading services and wealth management solutions for high net worth clients, and formulate exclusive investment strategies and asset allocation schemes according to customers' individual needs and asset status. To provide one-to-one dedicated service team, to provide customers with a full range of investment consulting and service support, to meet customers' high-end financial service needs.

TRANSACTION DATA ANALYSIS SERVICES

➤ TRANSACTION DATA IN-DEPTH MINING



Carry out in-depth mining and analysis of customers' transaction data, and use data mining and machine learning algorithms to extract key information and potential rules in transaction data. Provide clients with trading behavior analysis, investment performance evaluation, market trend prediction and other services to help clients optimize trading strategies and improve investment returns.

➤ INDUSTRY DATA ANALYSIS REPORT



We regularly release grid trading industry data analysis reports to conduct in-depth analysis and research on the development trend, trading strategy and risk status of the global grid trading market. Provide valuable market information and decision-making reference for investors and financial institutions, and promote the healthy development of the grid trading industry.

TECHNOLOGICAL INNOVATION



DEEP INTEGRATION OF ARTIFICIAL INTELLIGENCE AND GRID TRADING

➤ INTELLIGENT TRADING DECISION SYSTEM

Use deep learning algorithm and reinforcement learning technology to build intelligent trading decision system. The system can automatically learn market rules and trading patterns, make trading decisions independently according to real-time market data and risk indicators, and realize the intelligent execution of trading strategies. Through continuous optimization of algorithms and models, we can improve the accuracy and timeliness of trading decisions and improve investment returns.

➤ MARKET SENTIMENT ANALYSIS AND PREDICTION

Using natural language processing technology and sentiment analysis algorithm, real-time monitoring and analysis of unstructured data such as news, social media and research reports can capture changes in market sentiment and investors' psychological expectations. Combined with market data, machine learning model is used to predict market trends and price trends, providing a more comprehensive and accurate decision basis for grid trading.

INNOVATIVE APPLICATION OF BLOCKCHAIN TECHNOLOGY IN THE FIELD OF TRADING

➤ DISTRIBUTED LEDGER AND TRANSACTION TRACEABILITY

Apply blockchain technology to the field of grid transactions, establish distributed ledgers, and realize decentralized storage and sharing of transaction information. Every transaction is recorded on the blockchain, which is immutable and traceable, improving the transparency and security of transactions, and effectively preventing transaction fraud and risks.

➤ SMART CONTRACTS AND AUTOMATED TRADING

The use of smart contract technology to achieve the automated execution of trading rules and intelligent management of trading processes. By writing smart contract code, the transaction conditions and execution logic are solidified on the blockchain, and when the preset conditions are met, the smart contract automatically triggers the execution, realizing the automatic completion of the transaction, reducing the transaction cost, and improving the transaction efficiency.

BIG DATA-DRIVEN INNOVATION IN RISK MANAGEMENT AND CONTROL

➤ REAL-TIME RISK MONITORING AND EARLY WARNING



Through the establishment of a big data risk monitoring platform, real-time collection and analysis of various types of data in the financial market, and the use of data mining and machine learning algorithms, real-time monitoring and early warning of market risks, credit risks and operational risks. When the risk indicator reaches the preset threshold, the system automatically sends an early warning signal and provides corresponding risk response suggestions to help investors take timely measures to reduce risk losses.



➤ OPTIMIZATION OF RISK PREDICTION AND EVALUATION MODEL

The use of big data analysis technology, in-depth mining and analysis of historical risk data and market data, and constantly optimize the risk prediction and evaluation model. By introducing more risk factors and data dimensions, the accuracy and reliability of the risk model can be improved to provide more scientific and effective decision support for risk management and control.

MARKET STATUS AND TREND



MARKET SITUATION

At present, the global grid trading market is showing a booming trend. With the rapid development of financial technology and the growing demand of investors for intelligent investment services, grid trading, as an efficient trading strategy, has attracted more and more investors' attention and application.

Grid trading has been widely used in many financial market fields such as stocks, futures, foreign exchange, digital currency, and so on. The scale of transactions is constantly expanding, and the trading strategies are increasingly diversified. However, the grid trading market is also faced with many challenges, such as fierce market competition, rapid technological upgrading, and constantly changing regulatory policies, which put forward higher requirements for the technical strength, innovation ability and compliance management ability of enterprises.



MARKET TREND

01

➤ ACCELERATED TECHNOLOGY INTEGRATION

Emerging technologies such as artificial intelligence, blockchain, big data and cloud computing will achieve deep integration in the field of grid trading, promoting the intelligent, automated and efficient development of grid trading services. Innovative applications such as smart grid trading systems, blockchain transaction security, and big data risk management and control will continue to emerge, providing investors with more personalized, diversified, and intelligent grid trading services.

02

➤ STRICTER REGULATORY POLICY

With the rapid development of the grid trading market, regulatory policies will gradually improve and strengthen. Governments and regulators will strengthen the supervision of grid trading to standardize market order and prevent financial risks. Enterprises need to strengthen compliance management and strictly comply with regulatory requirements to ensure the steady development of business.

03

➤ GLOBAL COMPETITION INTENSIFIES

The global layout of grid trading enterprises will accelerate, and the international market competition will be more intense. Enterprises need to continuously improve their technical strength, service level and brand influence, expand overseas markets, strengthen international cooperation and exchanges, in order to occupy a dominant position in the global competition.

USER EXPERIENCE AND INTERFACE DESIGN



USER EXPERIENCE FIRST

➤ CONVENIENT OPERATION PROCESS DESIGN

From user registration, login, trading order, risk monitoring, asset query and other business operations, carefully designed simple, smooth and convenient operation process, reduce unnecessary operation steps and cumbersome information filling. Intuitive interaction design and humanized prompt guidance, so that users can easily get started, quickly complete the operation, improve user efficiency and satisfaction. For example, in the trading order link, users only need to complete the complex grid trading strategy setting with a few simple clicks, and the system will automatically provide intelligent recommendations and risk tips based on users' historical trading habits and real-time market data. In the risk monitoring section, users can get an overview of key risk indicators with one click, and the system will actively push risk warning information according to preset conditions, so that users can respond in a timely manner.

➤ PERSONALIZED SERVICE EXPERIENCE CREATION

Through in-depth analysis of users' trading behavior, investment preference, risk tolerance and other multidimensional data, to provide users with highly personalized service experience. Customized portfolio recommendations and personalized market analysis reports based on users' investment preferences; According to the user's risk tolerance, provide targeted risk control schemes and investment suggestions. At the same time, to provide users with personalized interface layout and function Settings, users can freely adjust the position and display of interface elements according to their own habits, to create their own exclusive operation interface. For example, complex data graphs can be hidden for users who prefer a simple interface; For users who pursue in-depth analysis, more detailed market data and strategic analysis can be displayed.



THE INTERFACE DESIGN IS SIMPLE AND BEAUTIFUL

➤ INFORMATION VISUALIZATION

Using a simple and intuitive interface design style, key information such as net asset value, trading profit and loss, grid trading parameters, market trends, etc. are displayed in clear and understandable charts, graphs and other visual elements. For example, the line chart is used to show the change trend of net asset value, the bar chart is used to compare the returns of different trading strategies, and the heat map is used to show the grid trading effect under different market conditions. Help users quickly access important information, visualize investment performance and market dynamics, and make informed investment decisions. When displaying grid transaction parameters, sliders, progress bars and other forms allow users to intuitively feel the adjustment range and current status of parameters.

➤ MULTI-PLATFORM ADAPTATION OPTIMIZATION

Focus on the multi-platform adaptation of interface design to ensure that users can obtain consistent and high-quality experience on different devices such as computers, mobile phones and tablets. For the screen size, resolution and operation mode of different devices, detailed optimization design. On the mobile side, simple single-column layout is adopted, which is convenient for users to operate with one hand; On the tablet side, more screen space is used to display richer information and more detailed data analysis. At the same time, ensure the loading speed and response performance of the interface on different devices to provide users with a smooth operation experience. For example, a simple menu is designed on the mobile phone to make it easy for users to switch functions quickly; Split-screen mode on the tablet allows users to view quotes and trading records at the same time.

ECOSYSTEMS AND PARTNERS



BUILD AN OPEN ECOSYSTEM

➤ PLATFORM CONNECTIVITY

We are committed to building an open and interconnected grid trading ecosystem, and actively establish in-depth cooperation with traditional financial institutions such as banks, securities, insurance and funds, as well as other fintech enterprises. Through open platform interface and data sharing, business collaboration and resource integration are realized. Cooperate with banks to realize the fast transfer and safe custody of funds; Cooperate with securities institutions to expand trading varieties and market channels; Cooperate with insurance companies to develop innovative financial insurance products to provide users with a full range of financial services. For example, working with banks to launch automatic margin management services and working with securities institutions to develop new stock grid trading strategies.

➤ DEVELOPER COMMUNITY BUILDING

Build an active developer community and attract outstanding developers from all over the world to participate in the construction and innovation of Finsdk platform. Provide rich development tools, detailed technical documents and professional technical support, and hold developer competitions and technical exchange activities. Developers are encouraged to develop innovative applications and services based on the Finsdk platform, such as personalized grid trading strategy plug-ins, intelligent trading AIDS, etc., to jointly enrich the functions and application scenarios of the ecosystem, and promote the innovative development of grid trading technology. Organize regular online and offline developer exchange activities to promote experience sharing and creative collision among developers.

COOPERATIVE PARTNERSHIP

➤ WIN-WIN COOPERATION WITH FINANCIAL INSTITUTIONS

Establish long-term and stable strategic cooperative partnership with many well-known banks, securities companies, fund companies and other financial institutions. In terms of fund custody, cooperate with banks to ensure the safe deposit and efficient circulation of customer funds; In terms of product marketing, cooperate with fund companies to provide users with a wide variety of fund product choices; In terms of joint research and development, we cooperate with securities institutions to jointly develop new grid trading strategies and financial products to achieve mutual benefit and win-win results. Through this partnership, Finsdk can leverage the professional resources and compliance experience of financial institutions to improve its service quality and risk management capabilities. Financial institutions can also take advantage of Finsdk's technical advantages and innovative business models to expand their business areas and customer base. For example, cooperate with well-known fund companies to launch customized fund products based on grid trading strategies.

➤ TECHNOLOGY PROVIDER COLLABORATIVE INNOVATION

Working closely with leading technology providers such as cloud computing service providers, data security companies, AI algorithm providers, etc. Cooperate with cloud computing service providers to ensure the stable operation and efficient computing capacity of the platform; Working with data security companies to enhance the security of user data; Partner with AI algorithm providers to jointly optimize grid trading algorithms and intelligent risk control models. Through collaborative innovation, we constantly optimize the company's technical architecture and system performance to ensure that the company always maintains a leading position at the technical level and provides users with safe, efficient and stable fintech services. Cooperate with top AI algorithm providers to regularly optimize and upgrade grid trading algorithms.



RISK MANAGEMENT



COMPREHENSIVE RISK MANAGEMENT SYSTEM

➤ IMPROVE THE RISK IDENTIFICATION AND EVALUATION SYSTEM

Establish a comprehensive and systematic risk identification and evaluation mechanism, and use quantitative risk assessment models and qualitative risk analysis methods to accurately identify and in-depth analysis of market risk, credit risk, operational risk, legal risk and other risks. Through the backtest of historical data, the monitoring of real-time market data, and the study of the macroeconomic environment and policies and regulations, the possibility of risk occurrence and the degree of impact are comprehensively assessed. For example, using methods such as value at risk (VaR) models and stress testing to quantify market risk; Through the analysis of the counterparty's credit rating, financial status and transaction records, the credit risk is assessed to provide a solid basis for the development of scientific and reasonable risk coping strategies. Periodically optimize the risk assessment model to ensure its accuracy and timeliness.

➤ EFFICIENT RISK MONITORING AND EARLY WARNING MECHANISM

Establish a comprehensive and systematic risk identification and evaluation mechanism, and use quantitative risk assessment models and qualitative risk analysis methods to accurately identify and in-depth analysis of market risk, credit risk, operational risk, legal risk and other risks. Through the backtest of historical data, the monitoring of real-time market data, and the study of the macroeconomic environment and policies and regulations, the possibility of risk occurrence and the degree of impact are comprehensively assessed. For example, using methods such as value at risk (VaR) models and stress testing to quantify market risk; Through the analysis of the counterparty's credit rating, financial status and transaction records, the credit risk is assessed to provide a solid basis for the development of scientific and reasonable risk coping strategies. Periodically optimize the risk assessment model to ensure its accuracy and timeliness.

RISK COPING STRATEGIES ARE SCIENTIFIC AND REASONABLE

➤ FLEXIBLE AND DIVERSIFIED MARKET RISK RESPONSE

Diversified investment strategies and dynamic asset allocation methods are adopted for market volatility risks. Diversify your investments across asset classes, market regions and investment strategies to reduce the impact of single market factors on your portfolio. At the same time, the flexible use of hedging tools such as futures, options, and risk hedging strategies to effectively manage market risks and stabilize investment returns. For example, when the stock market falls, hedge by shorting stock index futures to reduce portfolio losses; Use options to build a risk hedge portfolio to cope with large market fluctuations.

➤ STRICT AND PRUDENT CREDIT RISK PREVENTION

Establish a strict customer credit evaluation system, and conduct a comprehensive and in-depth credit investigation and evaluation of cooperative institutions and customers. According to the results of credit evaluation, reasonable determination of credit limit and trading conditions. Strengthen the credit monitoring of the counterparty, regularly review the credit status of the counterparty, timely detect potential credit risk events, and decisively take corresponding risk prevention measures, such as early collection, requiring the provision of guarantees, reducing trading limits, etc., to reduce credit risk losses. Establish a credit risk database to track and analyze credit risk events.

➤ STRICT AND STANDARDIZED OPERATION RISK CONTROL

Develop a sound internal control system and standardized operation process to standardize the operation behavior of employees. Strengthen the training and education of employees to improve their risk awareness and operational skills. Conduct a comprehensive security check and maintenance on the system regularly to prevent operation risks such as system failures and hacker attacks. Establish and improve the emergency response mechanism, formulate detailed emergency plans, in the event of operational risk events, can quickly and effectively take measures to deal with, reduce losses. Organize employees to carry out emergency drills regularly to improve their ability to cope with operational risks.



GLOBAL EXPANSION STRATEGY



➤ THE EUROPEAN MARKET IS STEADILY ADVANCING

In the European market, given the strictness of the European financial regulatory environment and the maturity of the market, Finsdk will focus on ensuring that the company's operations fully comply with local regulatory requirements and actively apply for various necessary financial licenses, such as the EU's Electronic Money Institution License (EMI). Working with well-known local financial institutions to jointly develop financial products tailored to European market characteristics, such as grid trading strategies linked to sustainable energy projects in line with Europe's emphasis on green finance.

At the same time, strengthen localized marketing promotion, through cooperation with local financial media and industry associations, hold financial technology seminars, investor exchange meetings and other activities, improve the visibility and reputation of the company's brand in the European market, and gradually establish a broad customer base. Set up offices in major European cities to recruit local financial and marketing talent and gain insight into local market needs.



➤ THE ASIAN MARKET HAS BEEN FURTHER EXPANDED

The Asian market, with its large population base and fast-growing economies, has a huge demand for fintech services. Finsdk will increase its investment in the Asian market, especially in countries and regions where fintech is developing rapidly, such as China, India and Singapore.

Establish strategic partnerships with local financial institutions and technology companies to jointly explore grid trading solutions suitable for the Asian market. To address the high dependence of Asian investors on mobile financial services, optimize mobile applications and provide more convenient and efficient grid trading and asset management services.

At the same time, we will carry out localized marketing activities, using social media platforms, offline roadshows and other means to deeply understand the needs and preferences of local investors, and enhance the brand's influence and market share in the Asian market. Cooperate with local Internet giants in Asia to promote products and attract users through their platforms.



LOCALIZATION STRATEGY



LOCALIZATION OF PRODUCTS AND SERVICES

In-depth localization of products and services for different regional markets.

- In the Asian market, considering the high demand of users for mobile payment and convenient financial management, optimize the mobile payment function of the grid transaction platform to make it seamless with the local popular payment methods, such as Alipay and wechat Pay in China and Paytm in India. At the same time, according to the risk appetite and investment habits of Asian investors, we will provide more stable and profitable grid trading strategies, as well as financial services in line with local culture and consumption habits.



- In the European market, according to the strict requirements on data privacy and security, further strengthen security measures to ensure user data security compliance. Moreover, the grid trading strategy is adjusted to adapt to the relatively stable but strictly regulated characteristics of the European market, and more financial products are developed in line with the rules of the European market and the needs of investors. Develop grid trading strategies on related topics in response to European investors' concerns about environmental and socially responsible investing.

LOCALIZATION OF TEAM BUILDING

Actively recruit local talents and set up local teams. Set up localized product development, marketing, customer service teams in each region to ensure that team members are familiar with the local market environment, cultural customs and user needs. For example, recruiting professionals in Europe with extensive financial industry experience and familiarity with local regulatory policies to be responsible for product compliance and market expansion; Recruit local language and market savvy marketing talent in Asia for brand promotion and customer relationship maintenance. Through the localization team, we can better conduct market research, quickly respond to market changes, and provide customers with more intimate and more in line with the actual local conditions. At the same time, cross-regional team cooperation training is carried out to promote the exchange of experience and knowledge sharing between teams in different regions, so as to form a globally integrated and efficient operation system. Regularly organize global team online meetings to share local market experience and innovation results.



STRATEGIC COOPERATION AND M&A



STRATEGIC PARTNER SELECTION



Actively seek strategic cooperation opportunities with leading global enterprises. In the field of technology, cooperate with internationally renowned artificial intelligence companies to jointly optimize grid trading algorithms and improve the accuracy and efficiency of trading decisions; Cooperate with leading enterprises in blockchain technology to explore innovative applications of blockchain in financial transaction clearing, digital asset custody, etc., and improve the security and transparency of services.

In the financial sector, cooperate with large international banks to expand cross-border financial services and provide more convenient capital flow and foreign exchange trading services for global customers; Cooperate with internationally renowned asset management companies to jointly launch innovative grid trading fund products to meet the investment needs of different clients.

Through strategic cooperation, to achieve resource sharing, complementary advantages, enhance the company's core competitiveness. Collaborate with the world's top artificial intelligence LABS to carry out cutting-edge algorithm research projects.

MERGER AND INTEGRATION PLANNING

Pay attention to potential merger and acquisition opportunities in the industry, and formulate detailed merger and integration plans for enterprises that meet the company's strategic development direction, have technical advantages or market resources. In the process of merger and acquisition, focus on cultural integration, through cultural exchange activities, the development of unified corporate cultural values, to ensure that the two teams can work together.

Integrate technical resources, integrate the advanced technology of the acquired enterprise into the company's existing business system, and enhance the ability of technological innovation. For example, the acquisition of a company with advanced big data analytics technology strengthens the company's capabilities in market risk monitoring and customer behavior analysis. Optimize the business structure, expand new business areas or market areas through mergers and acquisitions, and achieve diversified business development.

At the same time, the risk management should be strengthened to comprehensively evaluate and effectively control the financial risks and legal risks in the process of M&A, so as to ensure the smooth progress of M&A activities and the steady development of the company. Set up a special merger and acquisition integration team, responsible for the coordination of various work and risk control before and after the merger.



TALENT INTERNATIONALIZATION STRATEGY



GLOBAL TALENT ATTRACTION

Develop a competitive salary and benefits system and a good career development plan to attract top fintech talents from around the world. We set up recruitment sites around the world, actively participate in international recruitment fairs and academic exchange activities in the industry, and widely recruit outstanding talents from different countries and regions, including financial experts, technical experts, data analysis masters, etc.



In order to attract high-end talents, we provide equity incentive plans to closely integrate with the interests of the company and grow together. For example, to provide company stock options for core technical personnel and business backbone, incentivize them to contribute to the long-term development of the company. At the same time, to provide a good working environment and life security for international talents, to solve their worries in work and life. Provide overseas talents with housing subsidies, children's education assistance and other benefits.

TALENT TRAINING AND DEVELOPMENT

Establish a sound talent training system to provide employees with a variety of training courses and practical opportunities. For employees in different positions and career development stages, we design personalized training programs, including internal training, external study, and mentor guidance. Encourage employees to participate in international project cooperation, broaden international horizons, and enhance cross-cultural communication and collaboration skills



Establish a fair and equitable promotion mechanism, and provide employees with broad career development space according to their performance and ability, so that employees can realize their own value in the company, but also contribute to the development of the company. Regularly organize employees to participate in cutting-edge training courses in the field of grid trading, and invite industry experts to give lectures to improve employees' professional skills; Provide potential employees with overseas work opportunities, so that they have a deep understanding of the market and business model of different countries and regions, and train international business talents for the company. Set up an internal training academy to develop exclusive training courses and textbooks.

REGULATORY COMPLIANCE AND MARKET ACCESS



REGULATORY POLICY RESEARCH AND COUNTERMEASURES

Set up a dedicated regulatory compliance team to closely monitor the dynamics of financial regulatory policies in various regions of the world. In-depth study of national and regional laws and regulations in the field of grid trading and digital assets, such as the United States Securities and Exchange Commission (SEC) regulatory policies, China's financial technology regulations, etc.

Develop strategies in advance to ensure that your business operations always meet local regulatory requirements. Actively participate in the discussion activities organized by industry associations and regulators, maintain good communication and interaction with regulatory authorities, provide constructive suggestions for the formulation of industry regulatory policies, and strive for a favorable policy environment for the company. Regularly organize regulatory compliance training, so that all employees of the company know the latest regulatory policies and requirements, to ensure the compliance of business operations. Invite supervisors for internal training and exchange.

MARKET ACCESS PREPARATION

Develop detailed market access plans according to the market access requirements in different regions. Organize a professional team to apply for various financial business licenses and market access permits to ensure the accuracy and completeness of application materials. In the process of application, actively cooperate with the review work of the regulatory body to demonstrate the company's compliance operation ability, risk management level and social responsibility. Strengthen cooperation with local partners and leverage their local resources and experience to accelerate the market entry process and smoothly enter the target market.

For example, when entering the European market, cooperate with local professional legal and consulting institutions to understand the market access requirements and application process of the EU, and prepare detailed application materials; In the application process, actively respond to the inquiries of regulators, show the company's measures and achievements in data protection, risk control and other aspects, and strive to obtain market access permission at an early date. Establish a market access progress tracking mechanism and adjust the application strategy in a timely manner.

TECHNOLOGICAL INNOVATION AND GLOBAL SYNERGY



GLOBAL TECHNOLOGY R&D CENTER LAYOUT

According to the business development strategy and technological innovation needs, the global layout of technology research and development centers.

Set up an artificial intelligence and grid trading research and development center in North America, taking advantage of local advanced technical resources and talents, focusing on the optimization of grid trading algorithms, intelligent decision system research and development, and market sentiment analysis technology research.

Set up a research and development center for blockchain and financial security in Europe, combine the scientific research strength of Europe in cryptography and distributed systems, strengthen the application research of blockchain technology in the financial field, and improve the security and privacy protection capabilities of financial transactions.

Set up a mobile finance and big data application research and development center in Asia to develop innovative mobile grid transaction applications and big data-driven risk management and control systems in response to the high demand for mobile payment and big data analysis in the Asian market.

The R & D centers maintain close communication and collaboration to form a global collaborative R & D network to jointly promote the company's technological innovation and development. Establish a global R&D project management platform to achieve real-time tracking of project progress and resource sharing.

TECHNOLOGY SHARING AND EXCHANGE MECHANISM

Establish a sound technology sharing and exchange platform to promote technical cooperation and experience sharing among R&D teams around the world. Global technical seminars and project collaboration meetings are held regularly, and technical experts from different regions are invited to share the latest research results and practical experience. Through internal forums, knowledge base and other ways, it is convenient for employees to exchange technical problems and solutions anytime and anywhere. Encourage cross-regional team cooperation to carry out technological innovation projects, jointly overcome technical problems, accelerate the transformation and application of technological innovation results, and ensure that the company maintains a leading position in the global financial technology field.

For example, the establishment of internal technical forums where employees can ask questions and share technical tips; Build a technical knowledge base, including the company's technical documents, patents, solutions, etc., to facilitate employees to consult and learn. At the same time, a technological innovation reward mechanism has been established to commend and reward teams and individuals who have outstanding performance in technological innovation and sharing. Set up an annual technology innovation award, and give high bonuses and honors to outstanding teams and individuals.



BRAND BUILDING AND GLOBAL PROMOTION



BRAND IMAGE BUILDING AND COMMUNICATION

Develop a unified brand strategy that defines brand positioning, values and brand story. Through high-quality products and services, Finsdk delivers its professional, innovative and safe brand image to global customers.

Strengthen brand communication and use multiple channels for brand promotion, including online advertising, social media marketing, industry media cooperation, etc. Produce brand publicity materials, such as promotional videos, white papers, case studies, etc., to demonstrate the company's strength and advantages to the global market. Actively participate in international fintech awards to enhance brand awareness and reputation.

Placing advertisements in globally renowned fintech media to promote the company's innovative products and services; Make beautiful brand promotional videos to show the company's global business layout, technical strength and team style, and widely spread on social media platforms; Actively participate in international awards in the field of quantitative finance, such as "the world's best grid trading platform", and enhance brand awareness and influence through awards.

LOCAL BRAND PROMOTION STRATEGY

Develop localized brand promotion strategies according to the cultural characteristics and user needs of different regional markets. In the Asian market, use social media platforms for influencer marketing, invite local well-known influencers in the financial field to cooperate in promotion, and hold online and offline brand activities to attract the attention of young investors. For example, it cooperates with China's big financial V to recommend products and popularize knowledge through its Weibo, Douyin and other platforms, and holds offline investment exchange meetings in major cities. In India, we partnered with well-known local financial bloggers to conduct live online events to introduce Finsdk's grid trading service.

In the European market, by sponsoring financial technology forums, participating in industry exhibitions and other ways, we establish contacts with local enterprises and professionals, and establish a professional image of the company in the European market. Actively participate in the financial technology summit held in London, Frankfurt and other places, set up large booths to display the company's technical achievements and innovative products, and conduct in-depth exchanges with financial institutions and investors.



In the American market, cooperation with local sports events and cultural activities will be carried out to improve brand exposure and influence. Such as sponsoring NBA events in the United States, setting brand advertisements around the arena, inserting brand promotional videos in the live broadcast of the event; In cooperation with well-known music festivals in Latin America, interactive experience areas are set up at the event site to let participants learn about Finsdk's services.

FUTURE OUTLOOK



TECHNOLOGICAL BREAKTHROUGH EXPECTATION

- In the next few years, major breakthroughs are expected in the areas of artificial intelligence, blockchain, and the convergence of quantum computing and fintech. In terms of artificial intelligence, through the continuous optimization of deep learning algorithms, more accurate market prediction and personalized investment advice will be achieved, and the efficiency and income of quantitative trading will be increased by more than 30%. With reinforcement learning technology, the trading model can automatically adapt to the complex and changing market environment, dynamically adjust the grid trading strategy, and accurately capture every profit opportunity. In terms of blockchain technology, further improve the processing speed and scalability of blockchain, reduce transaction costs by 50%, and promote the wide application of blockchain technology in large-scale financial transactions and cross-border payments.
- Develop a new consensus mechanism, so that it can greatly improve the transaction processing efficiency under the premise of ensuring security and decentralization, and meet the needs of the financial industry for high-frequency trading. At the same time, we will actively explore the combination of quantum computing and financial technology, use the powerful computing power of quantum computing, develop more efficient quantitative trading algorithms and risk assessment models, and bring new computing power and security to the financial industry. Use quantum encryption technology to provide unprecedented security protection for users' digital assets and resist possible future quantum computing attacks.

MARKET EXPANSION TARGET

- In the next five years, the company plans to expand its business coverage to more than 50 countries and regions around the world and establish a broad global service network. The number of users has achieved exponential growth, reaching the level of 10 million, becoming an important player in the global field of quantitative finance. In terms of market share, we strive to occupy a significant position in all major business areas, such as grid trading market share reached 15%, intelligent risk control services have become the benchmark in the industry, serving more than 500 financial institutions.
- In emerging markets, such as Africa and Latin America, we actively carry out market research and business layout, cooperate with local financial institutions and enterprises to jointly develop quantitative financial products and services suitable for the local market, help the development of local financial markets, and achieve rapid business growth of the company. In mature markets such as North America and Europe, continue to optimize products and services, improve customer satisfaction and loyalty, and further consolidate and expand market share.

SOCIAL INFLUENCE ENHANCEMENT

- Actively fulfill social responsibilities and promote the healthy development and social progress of the fintech industry. In terms of environmental protection, we will increase investment in green finance, support clean energy projects and sustainable enterprises, and help achieve global carbon emission reduction targets. A special fund for green finance will be set up to invest in clean energy projects such as solar and wind power to provide financial support for the development of environmental protection industries.
- In the field of education, we will continue to promote financial technology knowledge, provide free financial education resources for global investors through online courses and offline lectures, and improve the financial literacy of the public. Cooperate with universities and vocational colleges to carry out fintech-related internship and employment programs, provide students with practical opportunities and career development guidance, and cultivate future fintech talents.
- Strengthen cooperation with public welfare organizations, participate in social welfare projects, such as providing financial poverty alleviation services for poor areas, helping local enterprises and residents to get rid of poverty and get rich through financial means, contributing to improving social livelihood, establishing a good social image of the company, and winning recognition and respect from all sectors of society.

SUMMARY



- As an innovative company focusing on the field of grid trading, Finsdk is committed to providing outstanding quantitative financial solutions to customers around the world through continuous technological innovation, diversified products and services, robust risk management, active global expansion strategy and social responsibility.
- With advanced technology, professional team, perfect services and broad development prospects, Finsdk stands out in the field of quantitative finance. We believe that in the future development, Finsdk will continue to break through itself, lead the development trend of the quantitative finance industry, and make greater contributions to the prosperity of the global financial market and the progress of society.
- Whether it is continuous exploration in technological innovation, aggressive in market expansion, or unremitting efforts in social responsibility fulfillment, Finsdk will meet the challenges of the future with firm belief and fearless courage, seize every opportunity, write its own brilliant chapter, and become a leader in the field of global quantitative finance. Create more value for global investors, and inject strong impetus into the development of economic globalization and financial technology.



SMART GRID, FINANCE TO THE FUTURE



REINVENTING THE NEW FUTURE OF GRID TRADING
//WHITE PAPER