collective2

PRIVATE PLATFORM

WHO IS THE PRIVATE PLATFORM FOR?

The Private Platform is designed for Strategy Developers and CTAs who already have a customer base, but who want to:

- Use C2 technology for real-time web-based system-performance reporting

- Allow customers to follow strategies in self-directed live brokerage accounts using C2's AutoTrade technology

- Manage subscriber access to strategies and monitor trading status

- Let customers enjoy the Collective2 experience, but under a white-label with the C2 brand

KEY FEATURES

- Create multiple C2 trading systems for **futures, forex, stocks and options**.

- Single page setup makes system creation easy.

- Instant visibility on your Private Platform.

Add trading system to Test Platform

System name | Instruments
☐ Forex ☐ Futures ☐ Stocks ☐ Options

Starting capital
○ $10,000 ○ $25,000 ○ $50,000 ○ $100,000 ○ Other

Cost and business model | **Description of trading method**

Short description (50 words or fewer)

Price & visibility

$_____ per month, _____ -day trial

Subscription Payment Processing

This is a Private Platform. Customers pay for subscriptions off-site.

Long description

You can override any subscription pricing information, and simply display custom text to users without subscriptions

- Assign separate levels of administrator access to customer management screens, trade-signal entry screens, site style and color schemes, and much more.

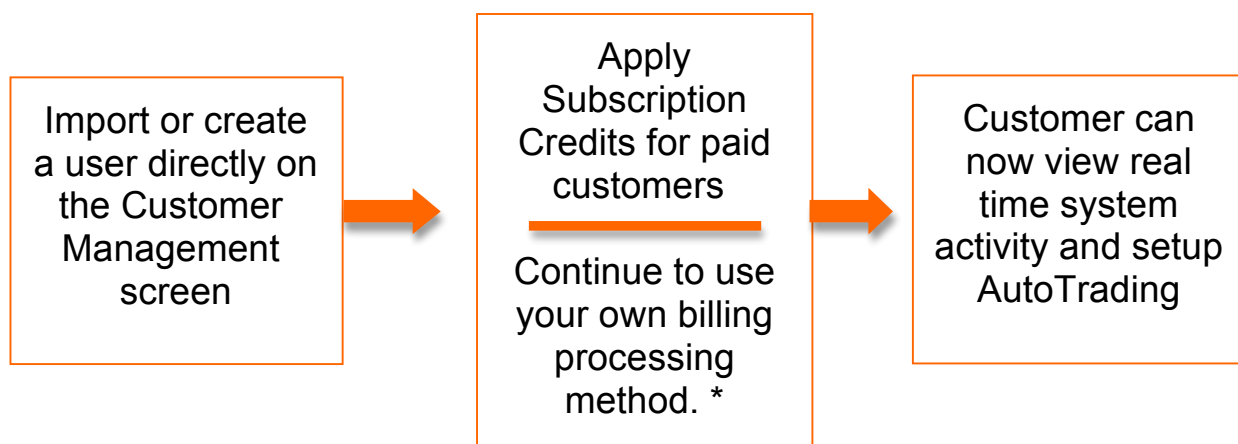**Administrators of Test Platform**

User id	First name	Last name	Email	Override global max-quants per system	De sys	Delete systems	Trade signals (all systems)	Create new trading system	Super: Import Systems	Change Site Style		nage tems	Create affiliate platform	Change Settings	Customize Text	Trade signals	Manage subscriptions	View customer inquiries	Platform Billing	
100	Matthew	Klein	███████	—		✔	✔	✔	✔	✔	✔		—	✔	—	✔	✔	✔	✔	⚙ Edi

- Manage customer system subscriptions through a simple online interface.

Test Platform: **Customer List** | Subscription Details | Customer Flavors

Apply subscription credit for ✓ Choose system... until [   ] Apply   Delete Checked Customers
                               Yo Yo Ma

uncheck	Online ⇕	First ⇕	Last ⇕	Email ⇕	Registered ⇕	Email Verified ⇕	Last Login ⇕	Custom Flavors ⇕	
☑		M	K	platformclient@c2.com	2014-12-05 15:38:53	✔	-		Edit | Delete

Import or create a user directly on the Customer Management screen	→	Apply Subscription Credits for paid customers Continue to use your own billing processing method. *	→	Customer can now view real time system activity and setup AutoTrading

- Enter trade signals directly from the web-based Private Platform interface, or generate trade signals using 3rd-party software such as MT4, Interactive Brokers TWS, NinjaTrader, or TradeStation. Click here for more information: Signal Generation.

*Most 3rd party billing software can be integrated with the C2 Private Platform using the Private Platform Subscription Management API. This generally requires custom programming. The Private Platform customer who wants to use a commercial billing software package will typically work with a programmer/consultant to integrate the Private Platform with the billing software of choice.

CUSTOMIZATION

- Mark customers with "flavors" or tags that allow you to customize emails or content to specific groups of subscribers.

Customer Flavors

[Create Flavor] About Flavors

First	Last	Email	investor	investor optionMONSTER	OM IRT	trader	welcome_repeat1
Charles	Rhett	chris@regtexas.com	☐	☐	☐	☐	☐
wudja	call	callme@collective2.com	☐	☐	☐	☑	☐
ura	trader	uratrader@collective2.com	☐	☐	☐	☑	☐
Ima	Trader	imatrader@collective2.com	☐	☐	☐	☑	☐
Roderick	Testing	a5331898@drdrb.net	☐	☐	☐	☑	☐
Joe	TheRagman	a5330667@drdrb.net	☐	☐	☐	☑	☐
Head	trader	a5329871@drdrb.net	☐	☐	☐	☑	☐
Test	Testing	a5329699@drdrb.net	☐	☐	☐	☑	☐

- You can customize the text that is shown to users when they are "dropped off" at your Private Platform. Text can very depending on the "flavor" of the customer.

Customize Text

You can customize the text that is shown to users when they are "dropped off" on your white-label site. Text can vary depending on the "flavor" of the customer.

[Create Custom Text]

Title	Shown to Customers	Summary		
Welcome Trader	trader	` Welcome to your PEP trial! Step 1 - Watch the introductory videos Step 2 - Set-up your Model Portfolio Account Step 3 - Trade Get started here. <iframe src="http://www.screenr.com/embed/ZPpN" width="650" height="396" frameborder="0"></iframe>`	Edit	Delete
Welcome Investor	investor	`<h1>Welcome investor</h1>` This is more text here. Does this show up? It's all greek to me: Proin in pellentesque eros. Aliquam nec pharetra nisl. Phasellus at sem mattis, interdum nisl vitae, interdum arcu. Donec commodo nisi ultrices risus dapibus convallis. Phasellus vitae laoreet felis. Phasellus nec augue iaculis, egestas lacus ac, vestibulum tellus. Quisque et convallis diam.	Edit	Delete
One Time Welcome	welcome_repeat1	`<h1>Welcome!</h1> <p>Thanks for coming. I see it is your first time here.</p>`	Edit	Delete
OM_IRT	OM IRT	`<h1>Welcome optionMONSTER User</h1>` Hey - there. It looks like this is your first time here. Let's show you around.` `	Edit	Delete

Off –Site AutoTrading Credits

AutoTrading credits are like Subscription credits. They can be "granted" by you, to customers, but only after customers pay you separately for the right to AutoTrade your strategies. Alternatively, you can make AutoTrading and Subscriptions part of the same package: once customers pay you for subscribing to your strategy, they can have full access to automated trading.

Choose any subdomain for your Private Platform's website address. By default, URLs are subdomain + autotradenow.com

Example:
systemking.autotradenow.com

However, you can also choose to use your own custom domain name

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Customize logos for:

- The site as a whole
- Individual Strategies
- Auto-generated emails

Off-site AutoTrade Credits

Normally, all customers that subscribe to your systems are allowed to set up AutoTrading. Instead you can choose to support separate "AutoTrading Credits." AutoTrading Credits are like subscription credits: you'll be able to grant your customers AutoTrading Credits on a per individual basis.

Note: If you turn this setting on, customers will not be able to set up AutoTrading for any system on your Private Platform unless they have AutoTrade credit.

☐ Support separate AutoTrade Credits

Enter text that customers see on System Page after they subscribe, but before they acquire AutoTrade credit. (Example: you can direct them to phone number or Web site where they can learn more about AutoTrading.)

[Submit]

Max quantities can be entered for each system individually.

Fat Fingers / Max Quants

To prevent accidental overtrading, you can automatically reject all orders sent to a system Model Account that are above certain quantities.
Set your platform-wide Fat Fingers control below. (Each individual system can be set individually. System-specific settings will override this global setting.)

Forex		minilots	Submit
Futures		contracts	Submit
Options		options	Submit
Stocks		shares	Submit

THE POWER OF AUTOTRADING

Clients setup self-directed trading permissions using the AutoTrading setup wizard.

Show all possible instruments

AutoTrade This?	Max Trade Size	AutoTrade Scaling	Stop Loss	Your broker account information
		100 % 🪄	$	Select broker and account...

Clients can manage their open positions directly from your Private Platform.

KForex 🔗   Open P/

Symbol	Direction	Quant	Entry Price	Delayed Price	P/L	Actions
GBPJPY	Long	40,000	174.356	189.291	$4,919	**Buy to open @ market** Quant [+] [+]
GBPJPY	Long	50,000	172.940	189.291	$6,732	**Sell to close @ market** Quant [-] [-]
JYN	Short	2	51.10	47.38	$7.44	**New Stop Loss: Buy To Cover** Quant [2] @ stop: [ ] Submit
USDCAD	Long	20,000	1.12534	1.14276	$304	**New Profit Target: Sell To Close** Quant [20,000] @ limit: [ ] Submit
USDCAD	Long	20,000	1.11948	1.14276	$407	⌃ More | Less ⌄ | Add Stop Loss | Add Profit Target
USDCAD	Long	20,000	1.13062	1.14276	$212	⌃ More | Less ⌄ | Add Stop Loss | Add Profit Target
GBPJPY	Long	40,000	185.284	189.291	$1,319	⌃ More | Less ⌄ | Add Stop Loss | Add Profit Target

Clients can view Performance Reports directly from your Private Platform.

▼ **KForex** (69733052)   Simulated Brokerage Account SIM27837311   **+$16,477**   ⊗

Results include estimated commissions. Click any P/L column to see detail. Turn off commissions?

	Account	SignalID	Time (ET)	Action	Quant	Symbol	Describe	Price	P/L	Cumu P/L
✎	SIM27837311	Sync Order	2012-01-17 16:21:33	Buy	10,000	GBP/JPY		117.81301		
✎	SIM27837311	Sync Order	2012-01-17 16:27:57	Buy	10,000	USD/CAD		1.01537		
✎	SIM27837311	0	2012-01-17 16:37:29	Sell	10,000	GBP/JPY		117.76401	(¥491)	($6)
✎	SIM27837311	0	2012-01-17 16:37:29	Sell	10,000	USD/CAD		1.01559	1.20 CAD	($5)
✎	SIM27837311	Sync Order	2012-01-17 16:54:43	Buy	20,000	GBP/JPY		117.84601		
✎	SIM27837311	Sync Order	2012-01-17 16:59:59	Buy	10,000	USD/CAD		1.01533		
✎	SIM27837311	Sync Order	2012-01-18 16:21:54	Sell	20,000	GBP/JPY		118.47501	¥12,577	$158
✎	SIM27837311	Sync Order	2012-01-18 16:21:54	Sell	10,000	USD/CAD		1.01157	(38 CAD)	$120
✎	SIM27837311	Sync Order	2012-10-23 14:34:23	Buy	10,000	USD/CAD		0.99351		
✎	SIM27837311	Sync Order	2012-10-23 14:34:23	Buy	20,000	GBP/JPY		127.295		
✎	SIM27837311	Sync Order	2012-08-27 09:54:59	Sell	10,000	USD/CAD		1.05979	571 CAD	$664

C2 COMPATIBLE BROKERS

Give customers all over the world the choice of brokerage firm they use to trade your strategies automatically.

Upload account-opening URLs provided by brokers you have a referral or introducing broker relationship with.

In-house simulated brokerage account (SIM) for customers to test out AutoTrading before they setup a real, live brokerage account.

tradeMONSTER

MB Trading

Vision

Interactive Brokers

OEC

FXCM

EXTRA FEATURES

Want to earn additional subscription revenue without cannibalizing your existing client base? With one click, make your strategies available to C2's 60,000+ registered users under different brand names. Receive monthly subscriptions fees from C2 users who subscribe to your system.

Subscriber Management API, External Commerce API, and Registration/Login APIs allow you optionally to build deep and seamless integration into an existing website and/or commerce engine.
Check out this link for API documentation.