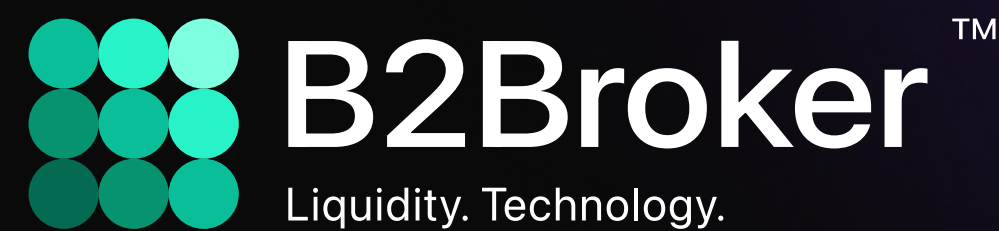


# Copy Trading Business models

for MetaTrader4/5 and cTrader Brokers

**Sergey Ryzhavin**

Head of B2Copy Project



[b2broker.com](https://b2broker.com)



[b2binpay.com](https://b2binpay.com)



[b2prime.com](https://b2prime.com)

# Copy Trading (Social Trading)

## Key Takeaways

MT4/5

Clients see positions in MT4/5 terminal



Broker can create masters from existing accounts

## Main info

1500 Max Followers

Any Regulation

★★★★★ Popularity

FULL IB Support

Market Slippage

Minimal Complexity

## For Traders

Additional income on fees

No change in trading strategy

## For Investors

Full control over account

Open / Close positions on investment account

## For Broker

Better offer for IBs

Bigger volumes from small clients

## Engagement as clients see trades

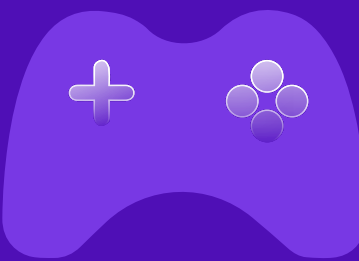
Account: Master (10231111)			
Deal	Time	Type	
11041008	2020.04.02 09:52:35	Buy	
11041013	2020.04.02 09:52:50	Sell	
11041015	2020.04.02 09:53:04	Buy	
11041021	2020.04.02 09:53:58	Sell	

Account: Follower (10311254)						
Deal	Time	Type	Symbol	Volume	Price	
11041010	2020.04.02 09:52:35	Sell	audcad	2.00	0.86118	
11041014	2020.04.02 09:52:50	Buy	euraud	4.00	1.79231	
11041016	2020.04.02 09:53:05	Sell	xauusd	2.00	1590.15	
11041022	2020.04.02 09:53:58	Buy	gbpusd	3.00	1.24470	
Balance: 9990.00 USD    Equity: 10029.58						

Flexible commissions

Commissions  
0.03%  
0.025%

Gamification mechanics



New approach for learning

Scalability for big investors



# Copy Trading (Social Trading)

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## Examples



Forex4you

RoboForex

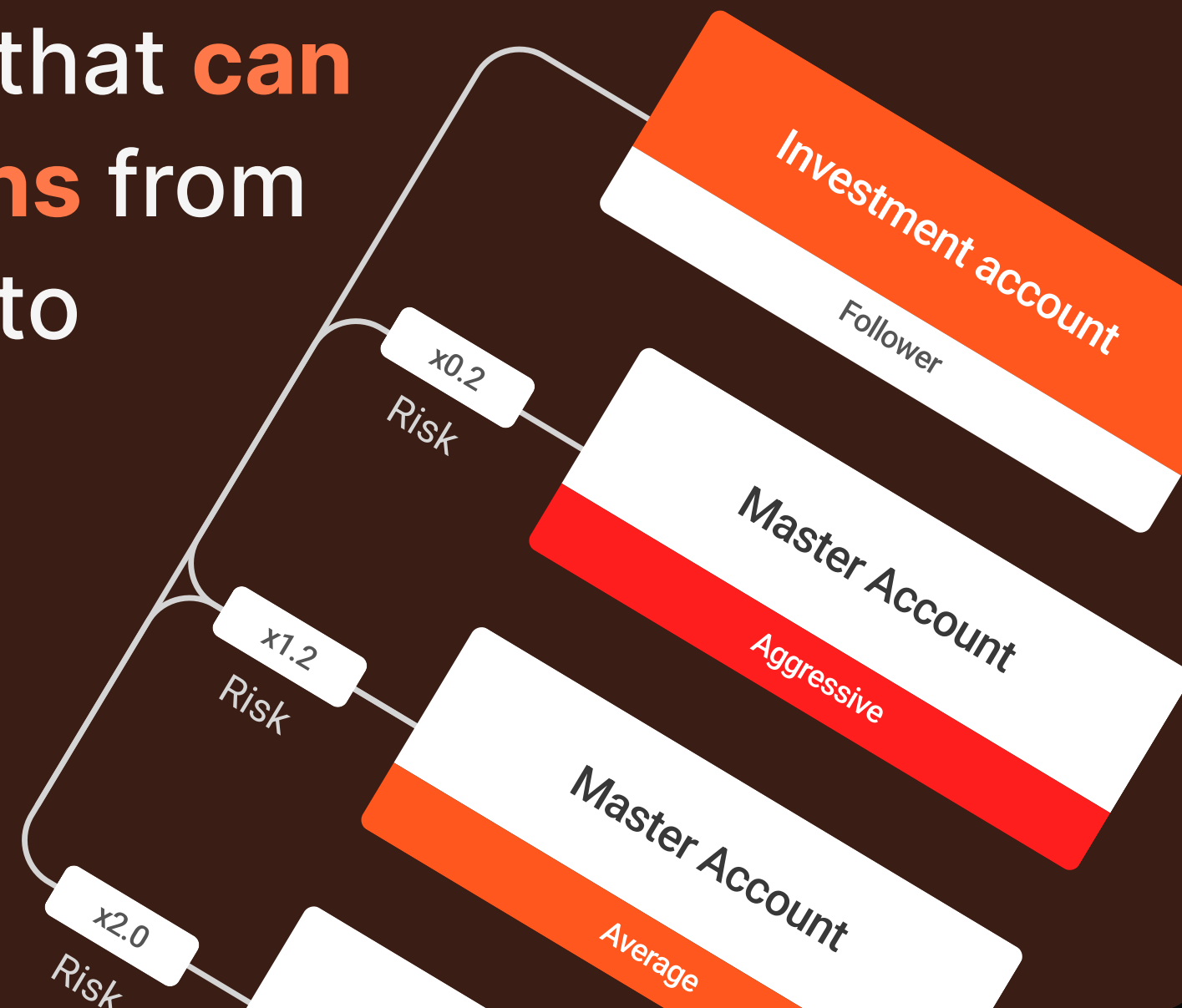




# Copy Trading vs Social Trading

## Copy trading

is a platform that **can copy positions** from one account to another



## Social trading

is **about clients interaction**: can be between traders or traders and investors



**In most cases** **Social trading** includes also **Copy trading** functionality, that's why terms can be used as synonyms



# PAMM Accounts

## Key Takeaways



Perfect tool for professional money management without client interventions



More strategies become available for money managers with assets gathered on one master account

## Main info

**Unlimited** Max Followers

**Strict**  Regulation

★★★★★ Popularity

**Only Fees**  IB Support

**Zero** Slippage

**Medium** Complexity

## For Traders

Trade strategies with high capital requirements

Option to hide open positions

## For Investors

No minimum deposit

Investment portfolio from small amounts

## For Broker

Target new audiences

Bigger volumes from small clients

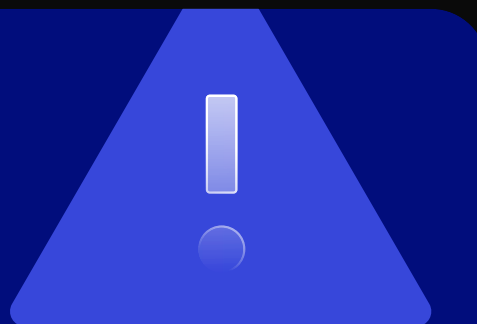
Super popular in Asia & LATAM



Strategy protection



Passive investments



Suitable for all strategies

Magnet for IBs



# PAMM Accounts

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# MAM

## Key Takeaways




Product which was made specifically for professional and private money management



Hedge fund manager can use several master accounts on one pool of investors

## Main info

**1500**  Max Followers

**Strict**  Regulation

 Popularity

**FULL**  IB Support

**Market** Slippage

**Big** Complexity

## For Traders

Full control over investment accounts

Close positions on individual investment accounts

## For Investors

Risk limits with immediate unsubscription

View positions on own account

## For Broker

Tool for attraction professional money managers

Several accounts for managing pool of investors

Precise allocation management

Full control of copy settings on master's side

No Client intervention to Trades

Different groups and plans for investors

Commissions  
0.06%  
0.054%



# MAM

## Key Takeaways



Product which was made specifically for professional and private money management



Hedge fund manager can use several master accounts on one pool of investors

## Main info

1500  Max Followers

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Risk limits with immediate unsubscription

View positions on own account

## For Broker

Tool for attraction professional money managers

## Examples



FxPro

axi



# Trading Contests

## Key Takeaways



Cost effective for brokers yet fun way of getting first steps in getting used to trading

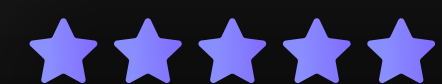


Contests work best when combined with other products as trading accounts or copy trading

## Main info

Any

Regulation



Popularity

NO (demo accounts)

IB Support

Low

Complexity

Zero

Min deposit

Begginers

Audience

## Real money

Types of Prizes

Deposit with real money to trading account available for withdrawal

## Bonus

Types of Prizes

Credit deposit to trading accounts of winners

## Physical

Types of Prizes

A Phone, watches, trip or a car

Possibility of viral spreading



Free to Enter



Unhealthy Trading habits











Unrealistic expectations

Prize and Recognition



# Trading Contests

Key Takeaways	Main info	Real money	Types of Prizes	Examples
<div><p>Cost effective for brokers yet fun way of getting first steps in getting used to trading</p></div>	<div>Any  Regulation</div> <div>★★★★★ Popularity</div> <div>NO ( <small>demo accounts</small> ) IB Support</div> <div>Low Complexity</div> <div>Zero Min deposit</div> <div>Begginers Audience</div>	<div>Deposit with real money to trading account available for withdrawal</div>	<div>Credit deposit to trading accounts of winners</div>	<div></div> <div></div> <div></div> <div></div> <div></div>
<div><p>Contests work best when combined with other products as trading accounts or copy trading</p></div>		<div>Physical</div> <div>Types of Prizes</div> <div>A Phone, watches, trip or a car</div>		



# Trading Challenges

## Key Takeaways



Top trend of 2020s. Super popular between traders because of low requirements and high profit potential



Helps brokers and funds search top traders & allocate own and investor's capital



Best traders can be used in COPY / PAMM leaderboard

## Main info

Any

Regulation



Popularity

Only from price IB Support

Big

Complexity

from 150\$ Min Price

Traders

Audience

## Benefits

### For Brokerage company

Filter for best traders

Company can copy positions of best traders to own accounts (Prop Trading)

### For Traders

High potential and return on initial investment (paid price) in case of passing through a challenge

Several accounts for managing pool of investors



Easier to sell than basic trading accounts

Higher revenues from small-med size traders



High Retention if combined with community

Way of searching for top talents between traders



# Trading Challenges

## Key Takeaways



Top trend of 2020s. Super popular between traders because of low requirements and high profit potential



Helps brokers and funds search top traders & allocate own and investor's capital



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## Examples

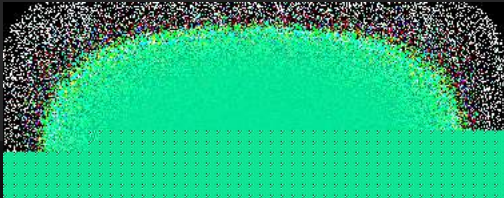
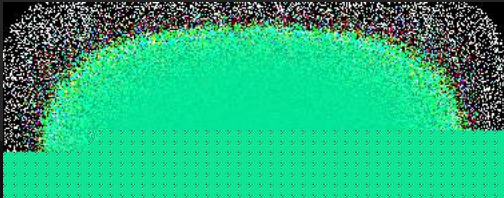
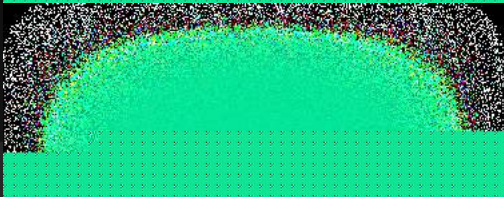
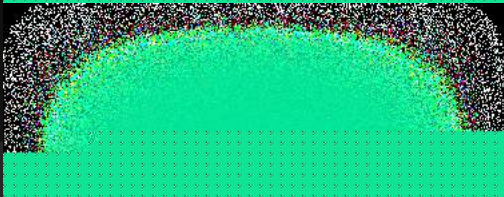
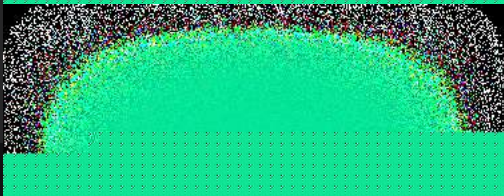
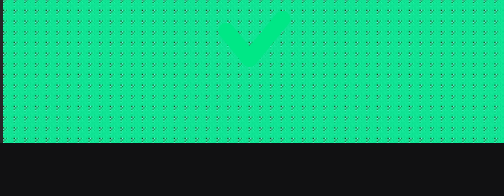
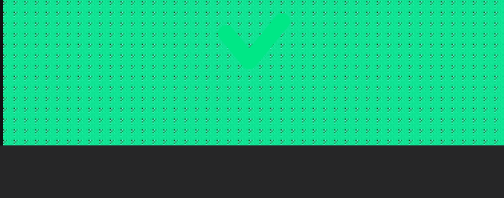
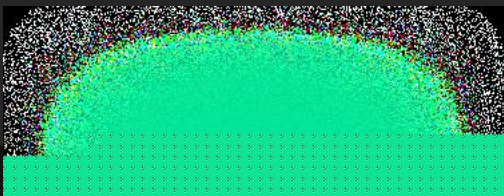
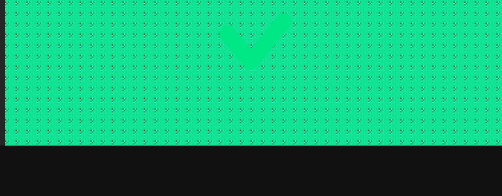
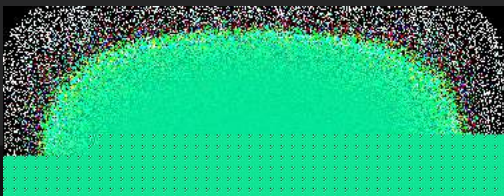
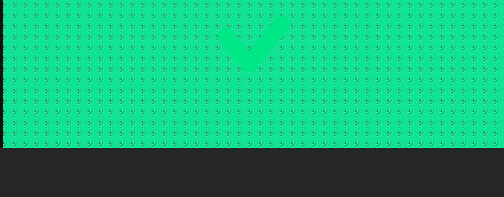
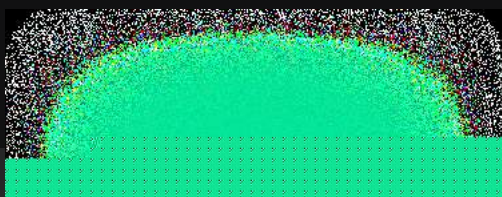
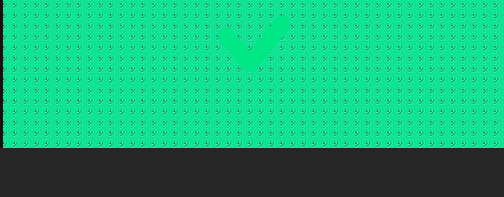
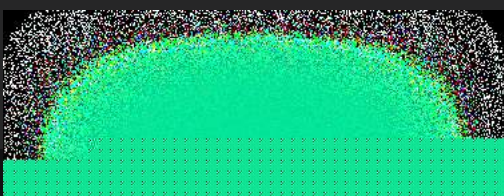
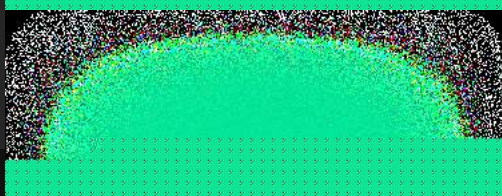
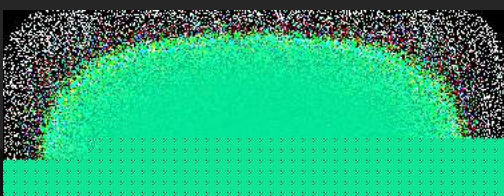
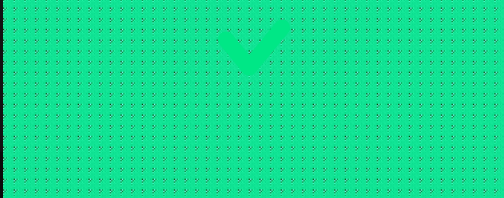
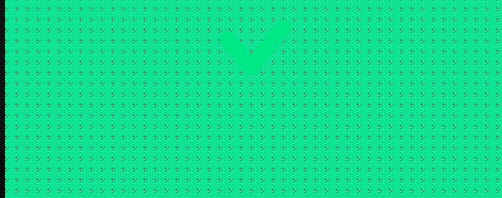
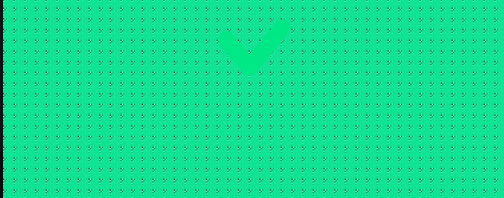


TOPSTEP



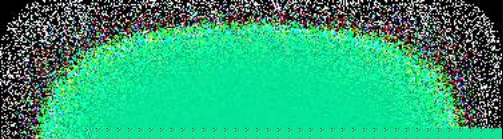
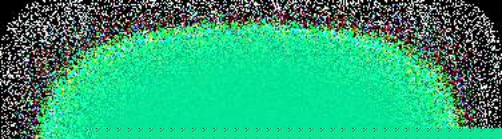
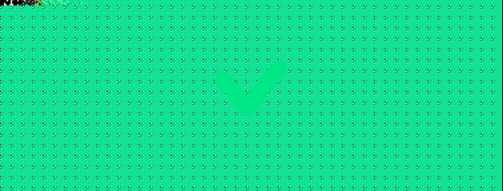
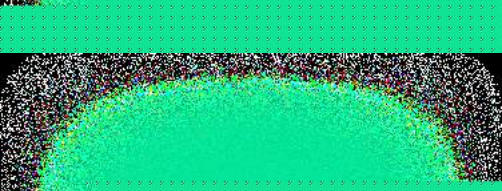
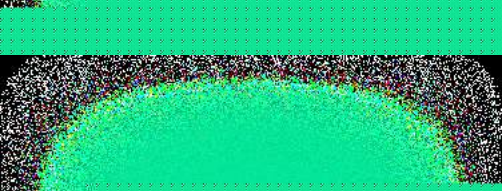
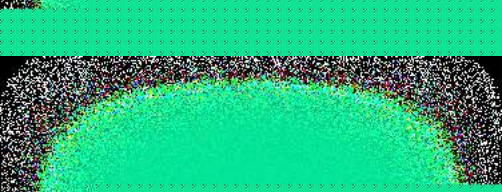
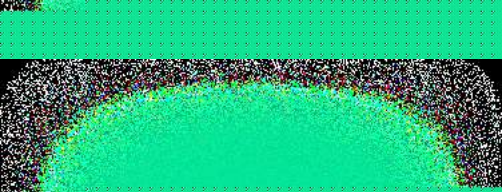
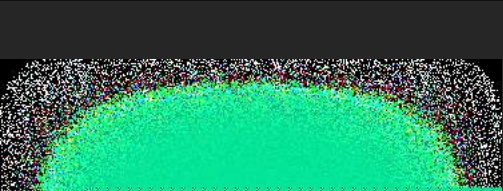
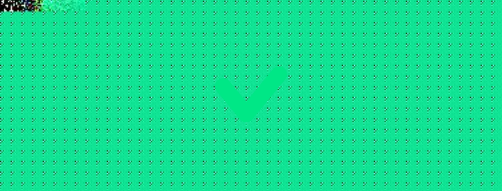
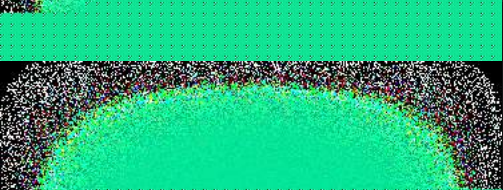
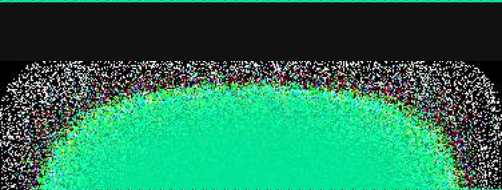
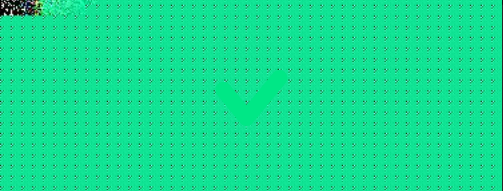
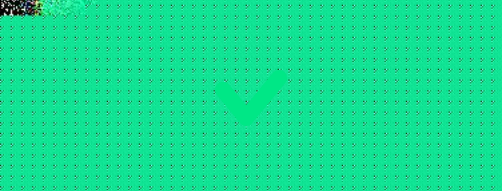


# Copy Trading vs PAMM vs MAM

Features	Copy Trading	PAMM	MAM
Regulation	Any	Strict	Strict
Use Frequency		★ ★ ★ ☆ ☆	
Client can see positions		×	
IB Support		×	
Investor can close positions			×
No Slippage			
Subscription to several masters			
Funds are combined to 1 account			
Risk Limits			



# Contests vs Challenges

Features	Contests	Challenges
Price	Free	From 150\$
Regulation	Any	Any
Popularity		
Magnet for new clients		
Drives developing good trading habbits	✗	
Profit split	✗	
Risk limits	✗	
Focus on discipline		
Attractive for beginners		
IB Support		

## In-house Development of SAAS Technology Systems



- Trader's Room & CRM
- Client's Portal
- Back Office



- Affiliate System
- Introducing Brokers Software
- Module of Partnerships Program



### iOS & Android

- For B2Core & B2Core IB
- For B2BinPay
- For B2Trader



### Spot Exchange Trading Platform

- Matching Engine
- Pure Order Book
- Trading API



### Liquidity Hub

- Bridge to Spot Exchange
- Bridge to Perpetual Futures

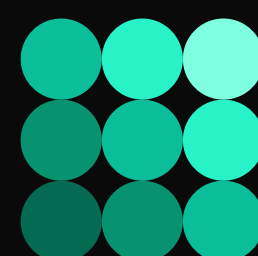


### Money Management Platform

- Copy Trading & PAMM & MAM
- Social Trading

[B2Broker.com](https://B2Broker.com)

since 2014



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## Digital Assets Processing

### Digital Assets Processing

- Merchants
- Blockchain Infrastructure
- Wallets
- Enterprise
- Custody Service

[B2BinPay.com](https://B2BinPay.com)

Regulation:  
FIU (Estonia)



## Prime of Prime Multi-Asset Liquidity

- Crypto CFD
- FOREX
- Metals
- Commodities
- Indices

[B2Prime.com](https://B2Prime.com)

Regulation: CYSEC (Cyprus, EU),  
FSC (Mauritius)

## White Label Trading Platforms. BAAS (Broker as a Service)

### Platforms



### Liquidity Hubs

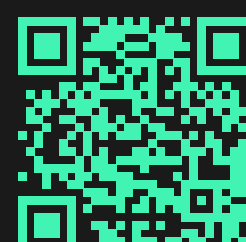


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## Digital Banking Services

- Virtual IBANs
- Business Accounts
- Payment in Open Banking Environment

[Eqwire.com](https://Eqwire.com)

Regulation:  
FCA (UK) AEMI License





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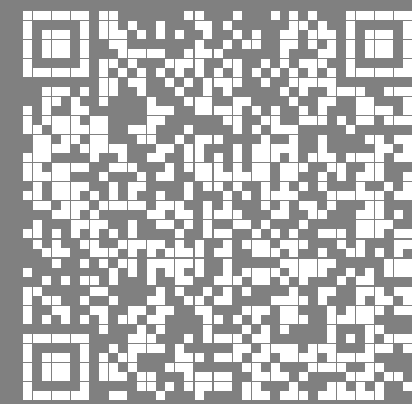
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<sup>TM</sup>

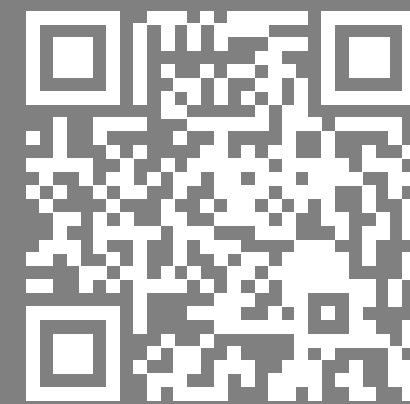
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