



Finestel

Trading Software

Development Company



Problem

Asset managers faces several significant challenges in their daily routine:

Engagement, Diversification, and Accessibility:

Difficulties in maintaining strong client engagement, diversifying their client base, and ensuring accessibility for potential clients due to geographic and regulatory constraints.

Custody Issue:

Ensuring the secure custody of client assets is a critical concern for asset managers.

Technical Expertise and High Costs:

Asset managers are burdened by the dual challenge of staying updated on trading technology advancements while coping with the high costs of providing personalized solutions and hiring experts.

Tracking Performance:

Measuring the performance of trading strategies and portfolios effectively and transparently can be time-consuming and cumbersome.

Scaling and Compliance Challenges:

Scaling operations efficiently and meeting evolving compliance requirements

Solution

Finestel empowers crypto investment managers with innovative non-custodial tech solutions that solve pressing pain points.

Custody Issue:

Our secure multi-party computation protocols enable oversight without custody, preserving client control while allowing asset managers oversight.

Engagement & Accessibility:

We offer social features and localization to increase engagement across wider demographics by removing geographic barriers.

Scaling and Compliance Challenges:

Our flexible investment management platform mitigates compliance challenges, allowing asset managers to operate non-custodially, reducing regulatory burdens while remaining compliant. The automation and administrative tools we provide enable efficient scaling of operations and compliance procedures, delivering more flexibility and ease of doing business.

Tracking Performance:

Our data analytics dashboards and automated performance reporting provide complete transparency into strategy results and portfolio performance.

Technical Expertise and High Costs:

Our Software-as-a-Service solutions reduce reliance on internal resources by providing enterprise-grade technology and dedicated support without high in-house costs.

Key Benefits:

● Cuts Compliance & Custody Burdens

● Drives Business Growth

● Expands Client Engagement

Results: Increased profitability & client satisfaction

Who Can Benefit The Most



**Investment Management
Individuals, Teams and Firms**



**Crypto Community
Managers and Networkers**

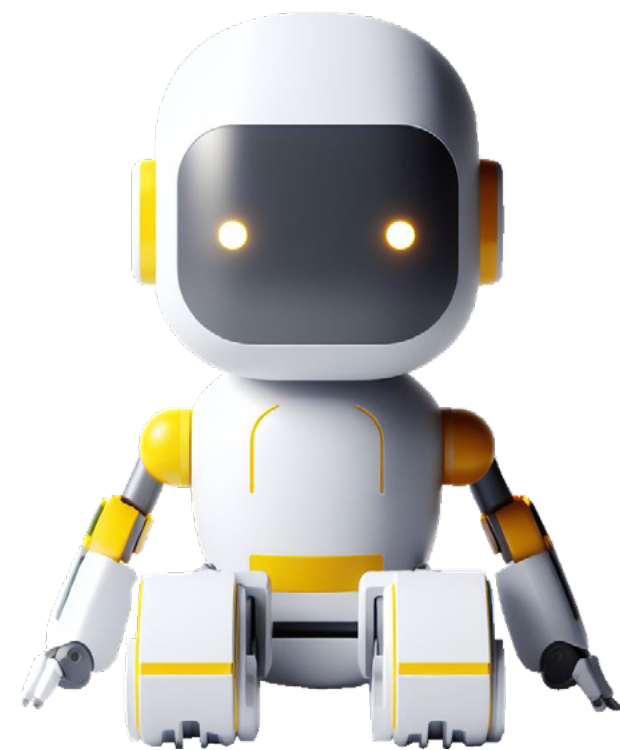


**Crypto & Trading
Educational Institutions**



**Enterprise Crypto Trading Firms
(Exchanges...)**

Main Services



As a Bot

(Smaller Clients Number)

You should connect both master and copier exchange accounts manually.



As a White Label Social Copy Trading Turnkey

(Bigger Clients Number)

You will have a client-view dashboard so your clients connect their exchange accounts on.

Partners & Supported Exchanges

Finestel is known as an official broker of the world's top 4 exchanges.

Within this deal, Finestel receives a percent of the executing trading commission as a cashback.



Binance

spot & futures

BYBIT

Bybit

spot & futures



Kucoin

spot & futures



OKX

spot & futures

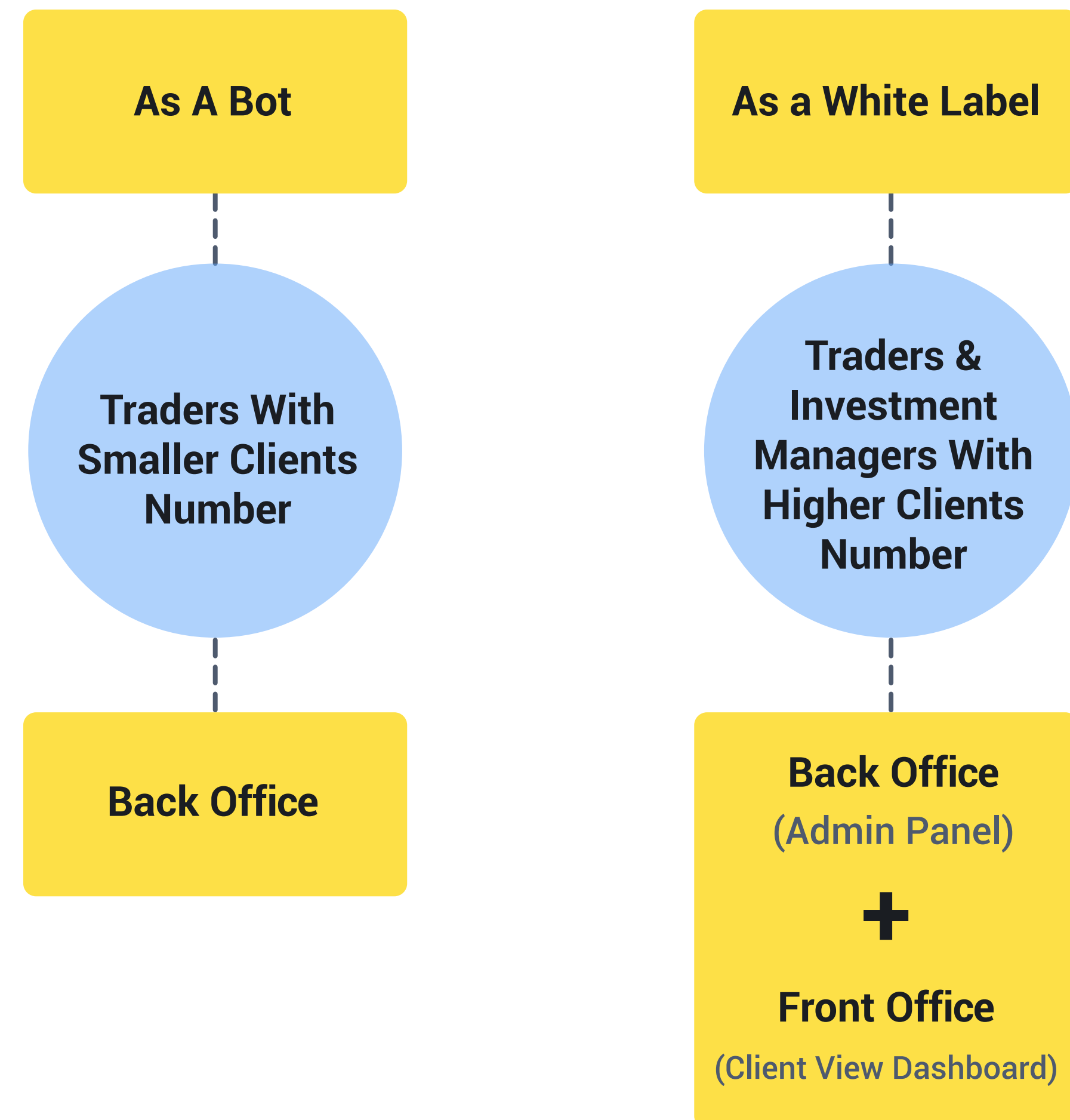
How We Deliver Our Services

White Label Front Office:

The white label front office, is the client-view dashboard of your social copy trading business. This is the platform your clients will face, sign up, connect their exchange accounts and copy your strategies from. Totally customized and tailored with your business brand & identity.

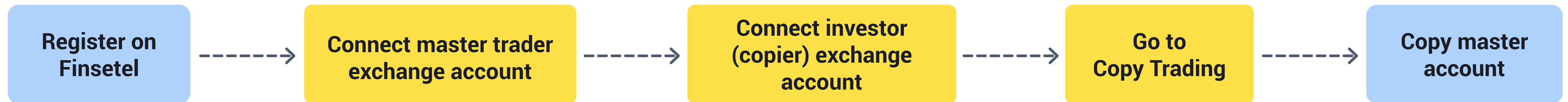
Back Office Solution:

Back Office is the admin panel for white label owners and masters of a white label social copy trading platform. They can manage their social copy trading business via this dashboard, take admin actions, set fees, handle monitoring, monitor clients, accounting and MUCH more.

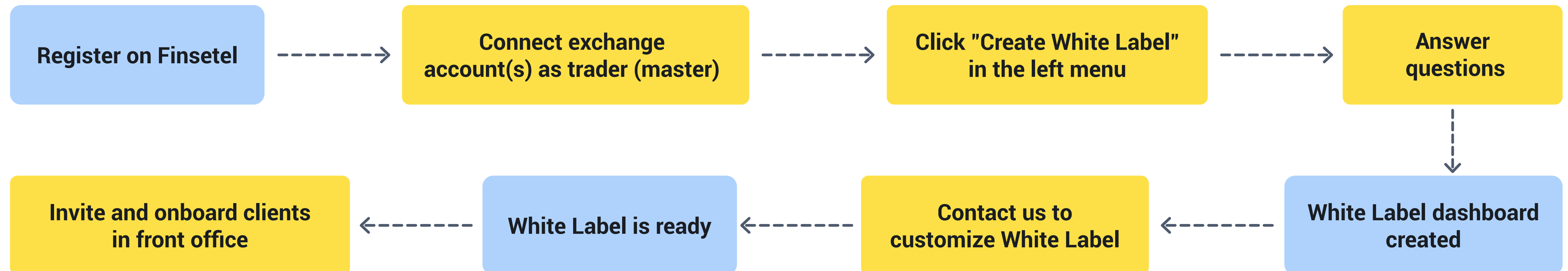


User Journey

Copy Trading as a Service (Bot)



White Label Copy Trading





Back Office Admin Dashboard

Enabling efficient management of critical tasks and data. It helps you to have full control on your operation and handle essential functions.

Back Office Features



Admin Panel



Kick/Ban Users



Manual Order Adjustments on Clients' Accounts



Change Performance Time-Frame



Integrated Billing and Accounting Software



Manage Account Details (bio, fees, etc)



Reporting, Portfolio Tracking, and Admin Alert Telegram bot



Track P&L, Live Positions, Total Profit of Masters, and Each Copier



Flexible Billing Infrastructure (Subscription fee + Performance fee)



Gifting Tool



Subscriptions History Charts



Full History of Copy Trading Sessions



Evaluate Performance



Integrated Crypto Wallet

Finestel

My Exchanges

Services

- Copy Trading
- Portfolio Tracker
- Tradingview Bot

White Label

- Pro-Demo
- Overview
- Users

My Exchanges

Connected Exchange Accounts List

Avatar	Exchange	Spot	Private	Master	Active Days	Balance	Status	Manage
	Mmreza	Spot	Private	Master	163	\$ 28	Active	Manage
	TraderGirl	Spot	Public	Master	496	\$ 3		
	Elessar	Futures	Public	Master	654	\$ 0		
	Elessar	Spot	Private	Master	655	\$ 9,439		
	Bymid2	Spot	Private	Master	224	\$ 8		

Manage

Manage everything about your account from this page. Write a bio, set fees, and etc..

Finestel

My Exchanges

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- Copy Trading
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Mmreza

Adding your social media to your profile can help you promote your trading strategies and attract new followers. It can also help you build trust and credibility with potential copiers

Edit

Need Assistance?
Find out how to best use finestel pro features and set up your account

Learn More...

Profit Chart

Set Time Frame

API Management

Status: Active Remaining days:-

API Key:

API Restrictions

- Enable Spot
- Enable reading
- Enable Futures
- Enable Transfer

Set Fees

Billing

- Min. Investment: 0 USDT
- Performance fee: 1%
- Subscription fee: 10000 USDT

This page is designed to provide copy trading as a service. With this option, you can simply connect your copiers exchange accounts via API keys and start copying one of your master accounts.

The screenshot displays the Finestel dashboard with a grid of master accounts. Each account card shows the trader's name, location, exchange, and account type. For example, 'GlobalMaster' is from New-zealand, uses Binance for Spot and Private trading, and has 1 copier. Another 'GlobalMaster' account has a profit of 0.00%. 'ProMaster' from Armenia has 0 copiers, and 'iTrade' from Thailand has 8 copiers. A 'Copy' button is visible on each card. A sidebar on the left contains navigation options like 'My Exchanges', 'Copy Trading', 'Portfolio Tracker', 'Tradingview Bot', 'White Label', 'Overview', and 'Users'.

The 'HISTORY' page shows a table of copy trading sessions with the following columns: id, Account, Fund, Type, Open Time, Initial Balance, Live Balance, Profit, P.Fee, Orders, Positions, and State. The table lists several active sessions, such as id 71751 with a profit of \$271.26 and id 73086 with a profit of \$100.00. A search bar and filters for Master, Type, Status, and Date are located at the top of the table.

Find out all the details about your active and old copy trading sessions.

To start copy trading under this model, you need to connect at least two exchange accounts. One as the master (trader) account and one as the copier (investor) account. Then come through the copy trading page, click on the copy button, select your copier account, and start copying instantly.

This interface shows the process of selecting a copier account. It includes a 'Copier' section with a search bar and a list of available copiers, such as 'rrugrgr' from Kucoin Spot with a balance of \$0 and 'Mmreza' from Kucoin Spot. A 'Trader' section shows details for the selected trader, including 'Min. Investment: \$0', 'Performance Fee: %1', and 'Settlement Period: 30 Days'. At the bottom, it displays 'Service Fee: + \$0 / Month', 'Remaining Days: 29', and 'Your Wallet Balance: \$1009817.1' with a 'Next' button.

The screenshot shows the details for a copier account named 'hakupvs' from Bolivia. It displays a profit of -40.89%, an AUM of \$0, and a drawdown of 496. A 'Copy' button is prominently displayed. Below the button, it shows 'No Data' for profit and '0' for drawdown.

Finestel

- My Exchanges
- Services
 - Copy Trading
 - Portfolio Tracker
 - Tradingview Bot
- White Label
 - View White Label
- Overview
- Users

ProMaster
Active Days: 56 | Copiers: 8

Master | Bybit | Futures | Public

Profit: **+17.37%**

\$1,600 Balance | %34.14 Drawdown

\$0 Unrealized profit | \$188 Total Profit

Stats & Reports

iTrade
Active Days: 49 | Copiers: 13

Master | Binance | Futures | Public

Profit: **+67.84%**

\$103 Balance | %53.84 Drawdown

\$0 Unrealized profit | \$448 Total Profit

Stats & Reports

PowerMaster
Active Days: 38 | Copiers: 3

Master | Binance | Futures | Public

Profit: **+30.42%**

\$6,260 Balance | %10.94 Drawdown

\$0 Unrealized profit | \$1298 Total Profit

Stats & Reports

AlgoFun ONE Fund
Active Days: 294 | Copiers: 2

Master | Binance | Futures | Public

Profit: **+104.52%**

\$1,349 Balance | %16.45 Drawdown

\$0 Unrealized profit | \$747 Total Profit

Stats & Reports

Doc...
Active Days: ... | Copiers: ...

Master | Binance | Futures | Public

Profit: ...

\$705 Balance | ... Drawdown

\$0 Unrealized profit | ... Total Profit

Stats & Reports

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Track your trading performance and portfolios, daily P&L, live positions, total profit, and MUCH MORE all in one place.

← Back

Stats & Report

GlobalMaster | Futures | Public | Master

OVERVIEW | ORDERS & POSITIONS | ASSET ALLOCATION

Balance: \$2,324

AUM: \$10802

Return: **97.69%** | Copiers: 20

Size	Pair	Entry price	Profit
564	SUSHIUSDT LONG	0.640	\$ -5.50
-127	SUSHIUSDT SHORT	0.585	\$ -5.76
0.32	BNBUSDT LONG	226.569	\$ -3.75

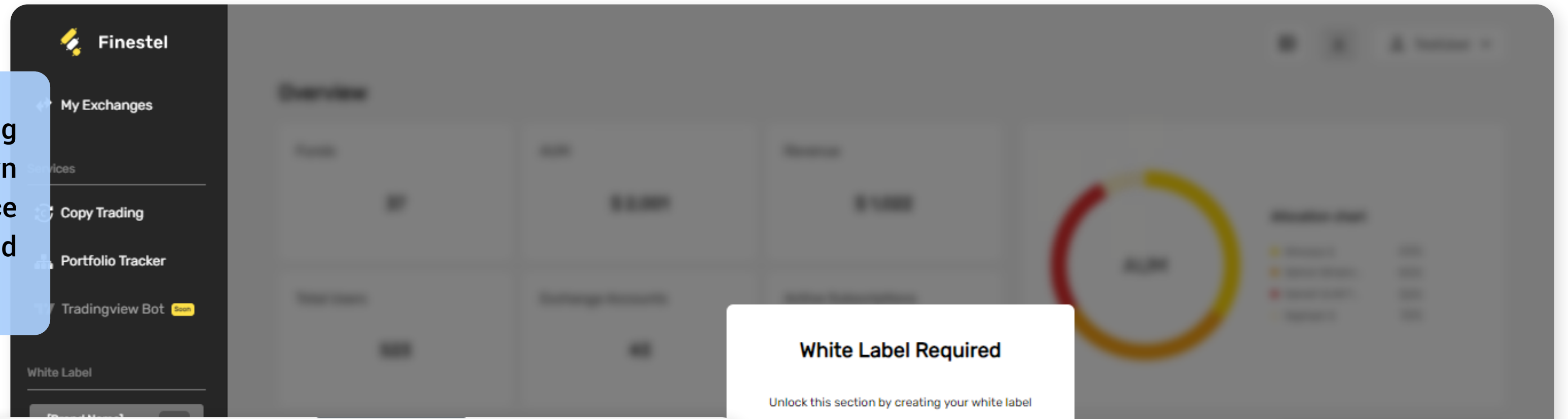
Stats

- Active Days: 62
- Avg. monthly return: 39.07%
- Drawdown: 0.04%
- Avg. Weekly trade: 211
- Most Traded: BTC, ETH, BCH, XRP, EOS

Profit Chart

Track your investment & trading performance, portfolios, daily P&L, open orders, live positions, total profit, historical profit, etc. all in one place.

Quickly create your white-label social copy trading platform with your own brand and under your own domain, expand your product offerings, and enhance your brand visibility, while benefiting from a proven and reliable infrastructure.



White Label Required

Unlock this section by creating your white label

[Create White Label](#)

Finestel

My Exchanges

Services

- Copy Trading
- Portfolio Tracker
- Tradingview Bot

White Label

[View White Label](#)

Overview

Users

Overview

Funds	AUM	Revenue
8	\$ 25,747	\$ 29

Total Users	Exchange Accounts	Active Subscriptions
108	83	49

Allocation chart

GlobalMaster...	42%
PowerMaster...	25%
ProMaster-F	17%
iTrade-F	13%

Weekly Revenue

Day	Revenue
Sun	\$0.95
Mon	\$0.95
Tue	\$0.95
Wed	\$0.95
Thu	\$0.95
Fri	\$0.95
Sat	\$0.95

User Updates

Sun	+3 New Subs
Mon	+2 New Subs
Tue	+1 New User
Tue	+3 New Subs
Wed	+2 New Users
Wed	+5 New Subs
Thu	+2 New Users

Need Assistance?

Find out how to best use finestel pro features and set up your account

[Learn More...](#)

This is an overview page for your white-labeled copy trading business. Track your business' stats and KPIs in a blink.

Front Office

Our White Label solution is a fully customizable and ready to go product, more of a toolbox for professional traders to craft a branded copy trading platform and allow their community of followers to effortlessly replicate their strategies to their exchange accounts.



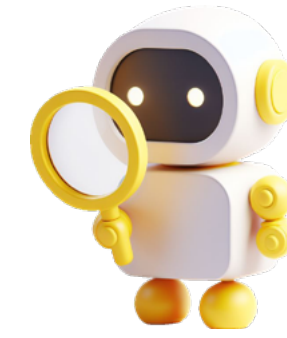
Front Office Services & Tools



Portfolio Tracker



**Flexible payment
methods
infrastructure
(Crypto, Fiat)**



**Branded Telegram
Bot for Reporting and
Portfolio Tracking
(Client Side)**

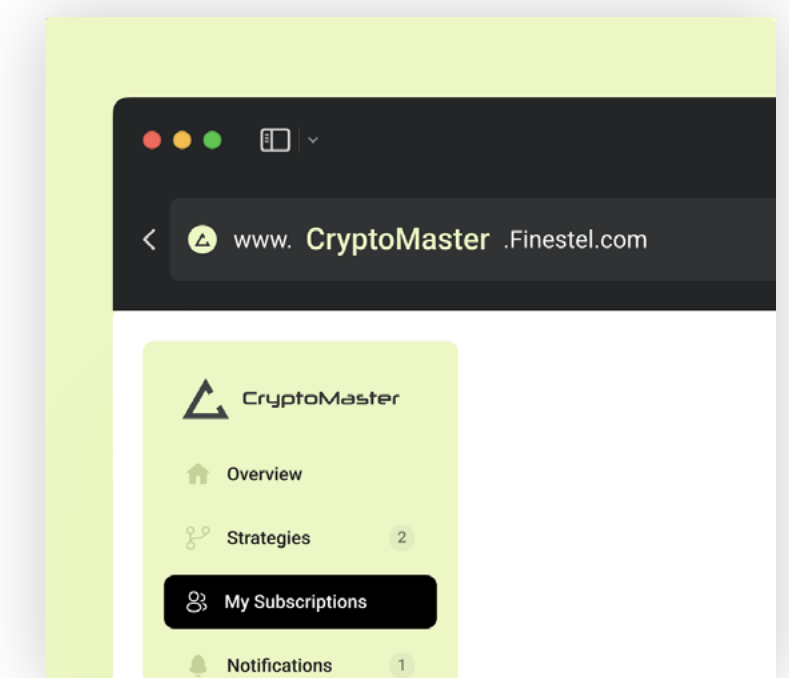
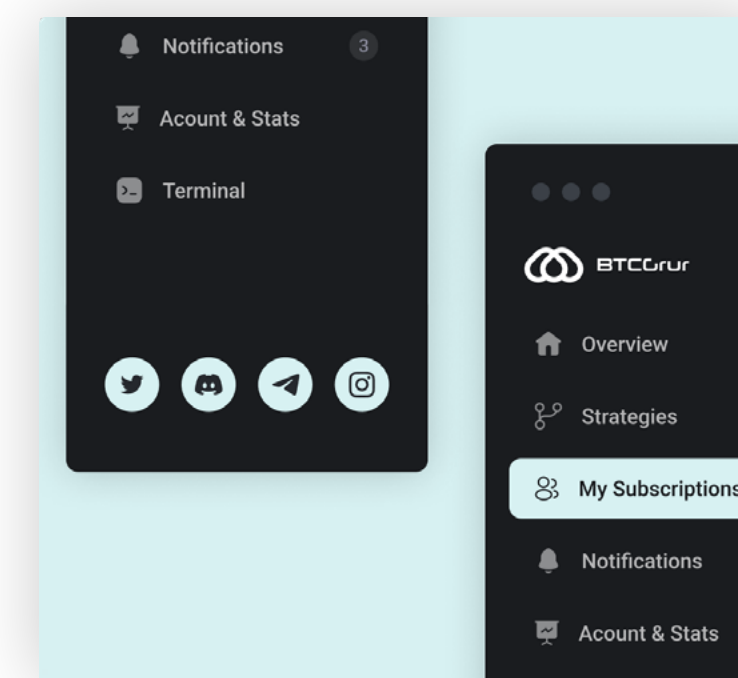
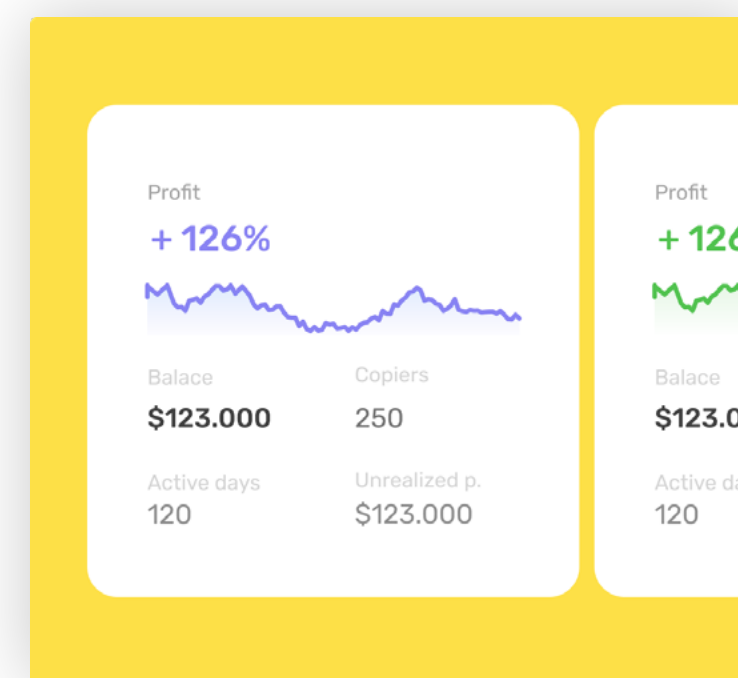
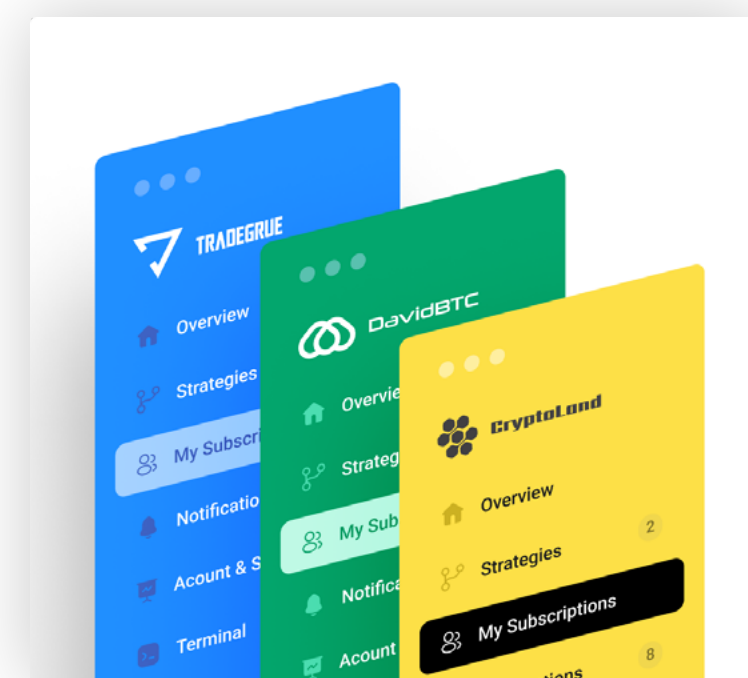
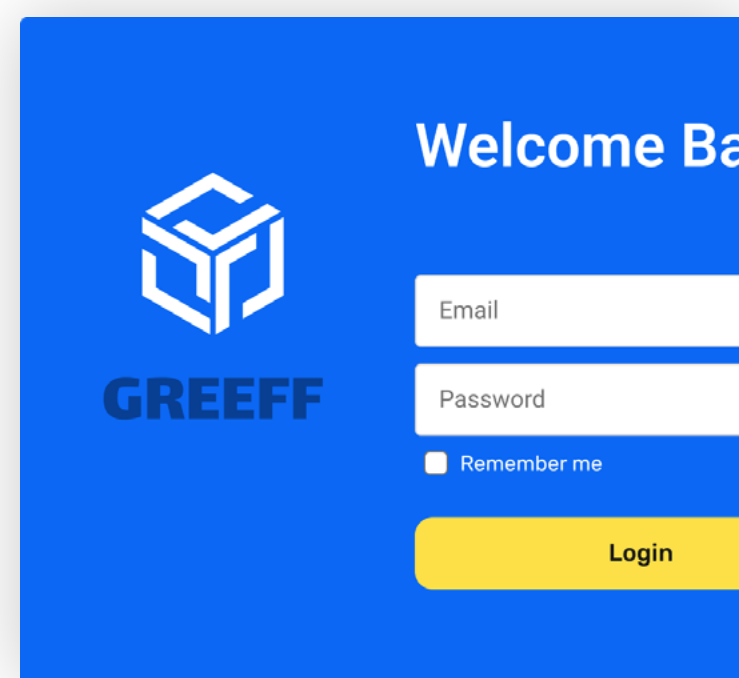
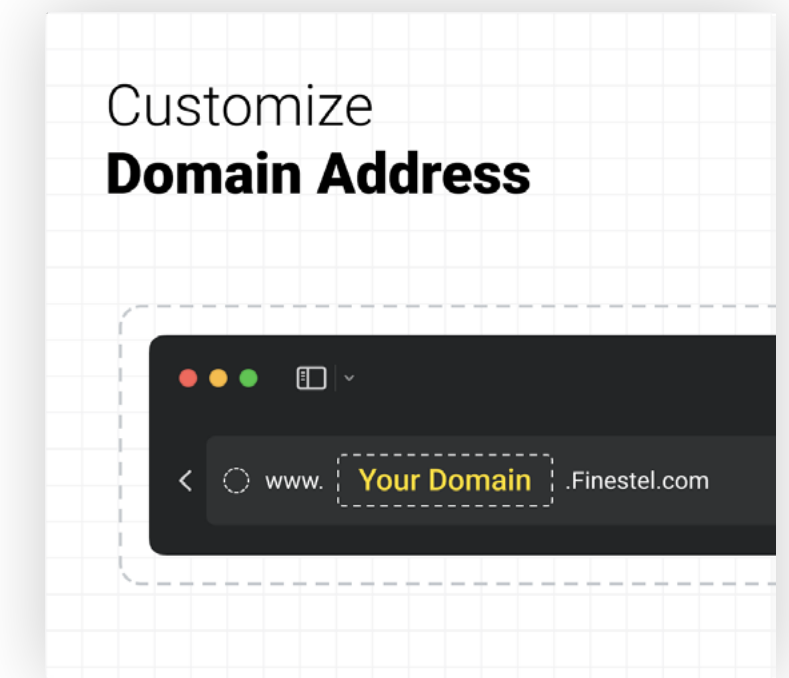
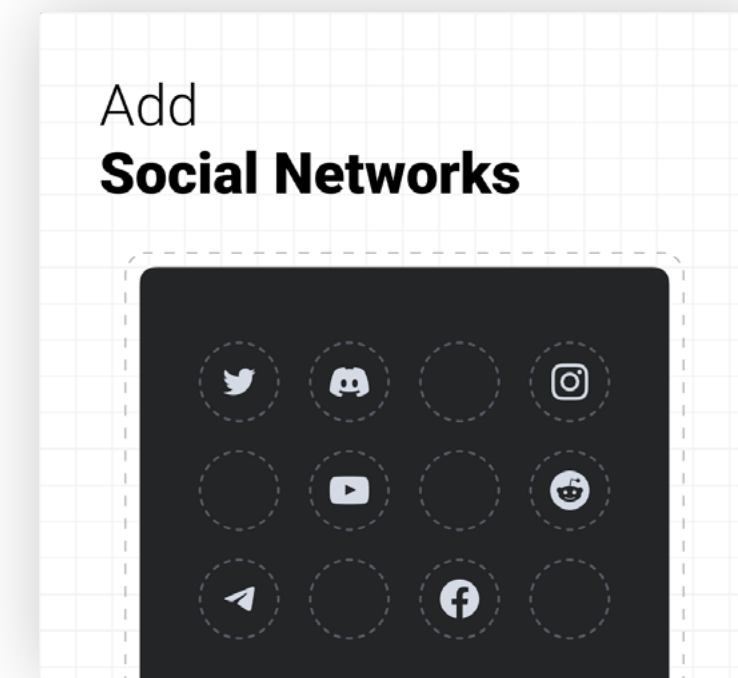
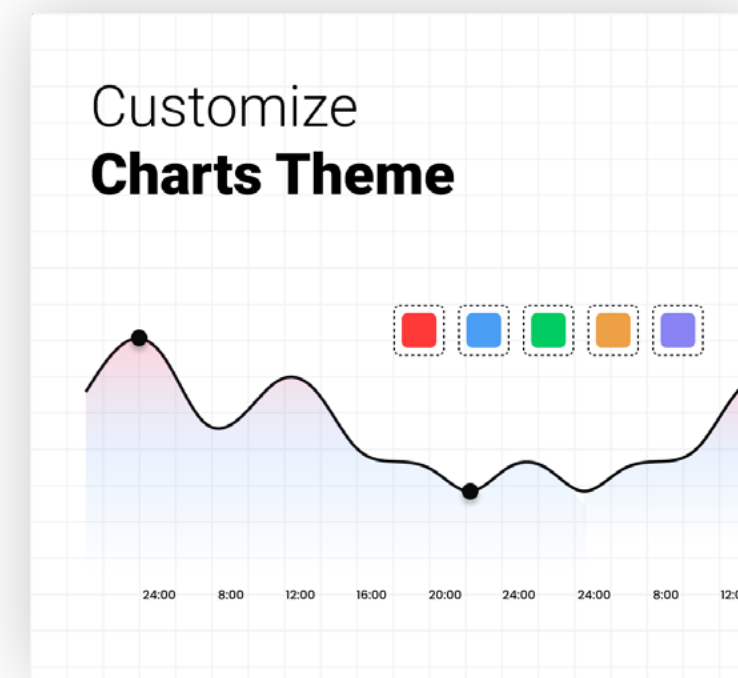
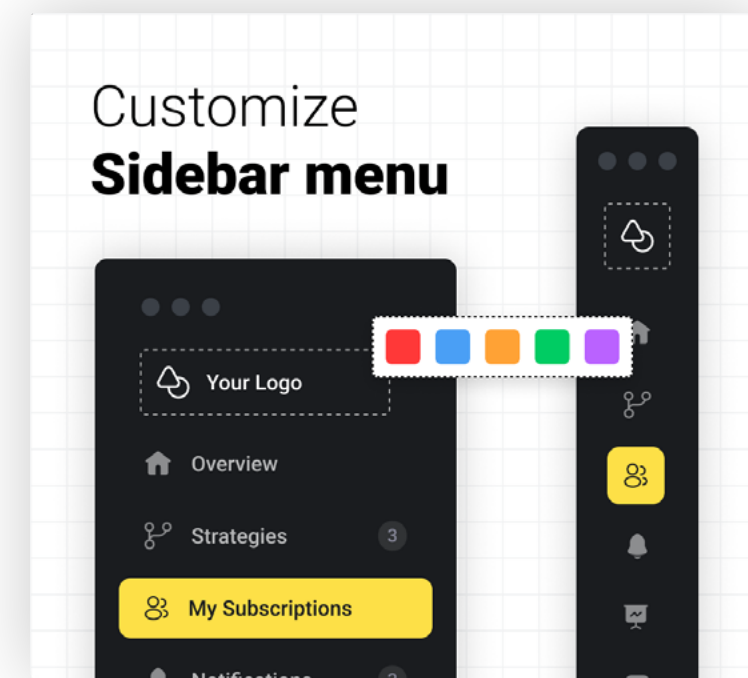
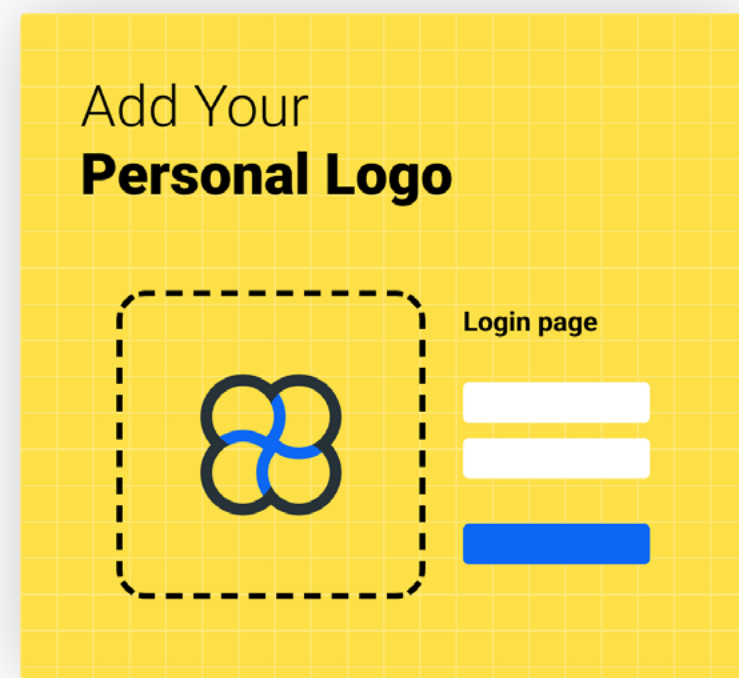


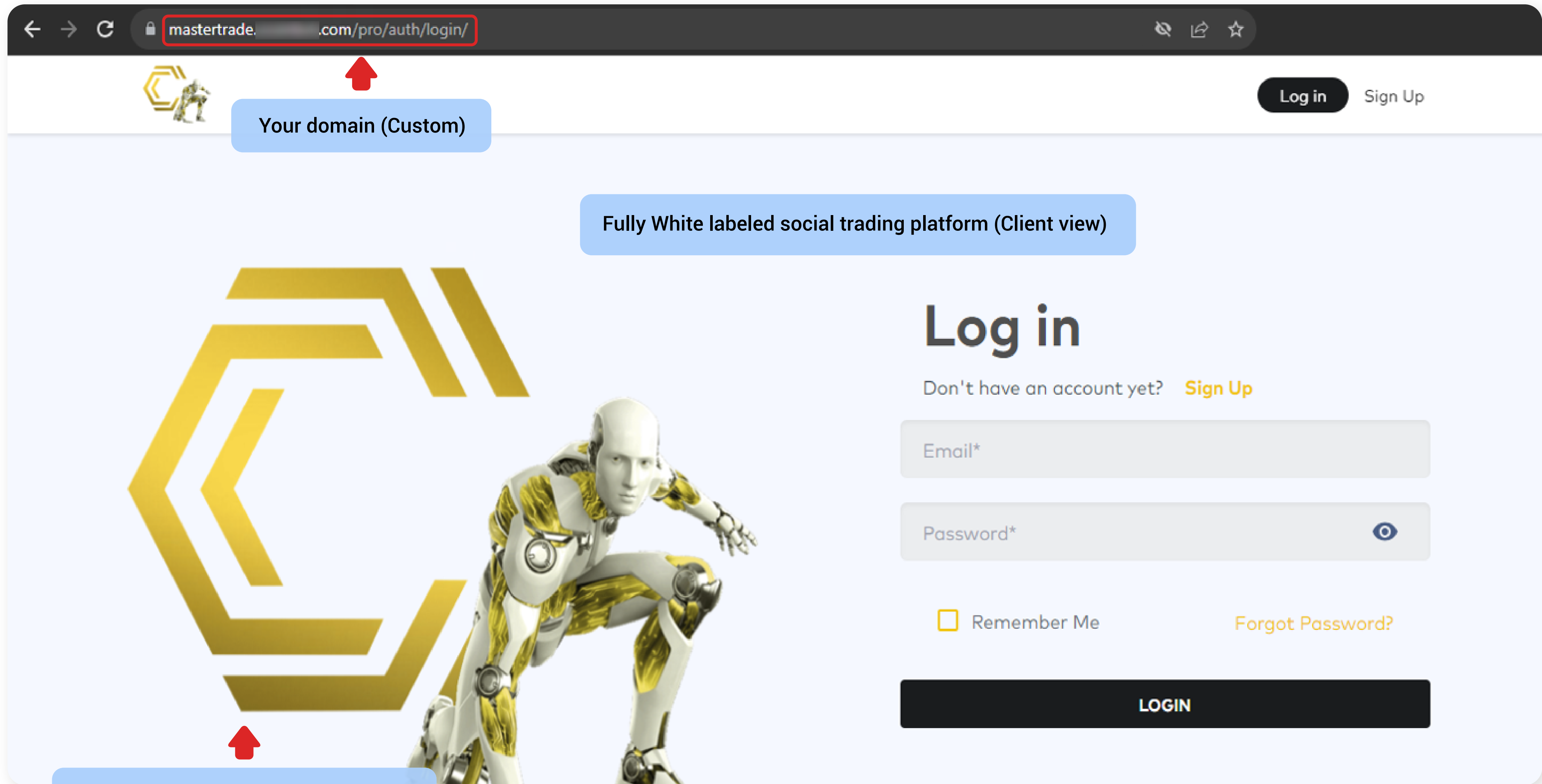
**Performance
Analytics**

Customization Features

- Brand Name and Logo
- Front Office Primary & Secondary Colors
- Custom Sidebar Menus
- Custom Chart Theme
- Branded Transactional Emails
- Branded integrated hyper-customizable MLM (multi-layer-marketing) Software
- Referral/Affiliate Dashboard for your clients
- Reporting & notification Telegram bot for traders
- Branded reporting & notification Telegram bot for clients
- Customizable copy trading capacity on each strategy (available seats)
- Custom Domain Address (Finestel Subdomain or Personal Domain)

Customization Features





Your domain (Custom)

Fully White labeled social trading platform (Client view)

Login/Signup illustration (Custom)

Log in Sign Up

Log in

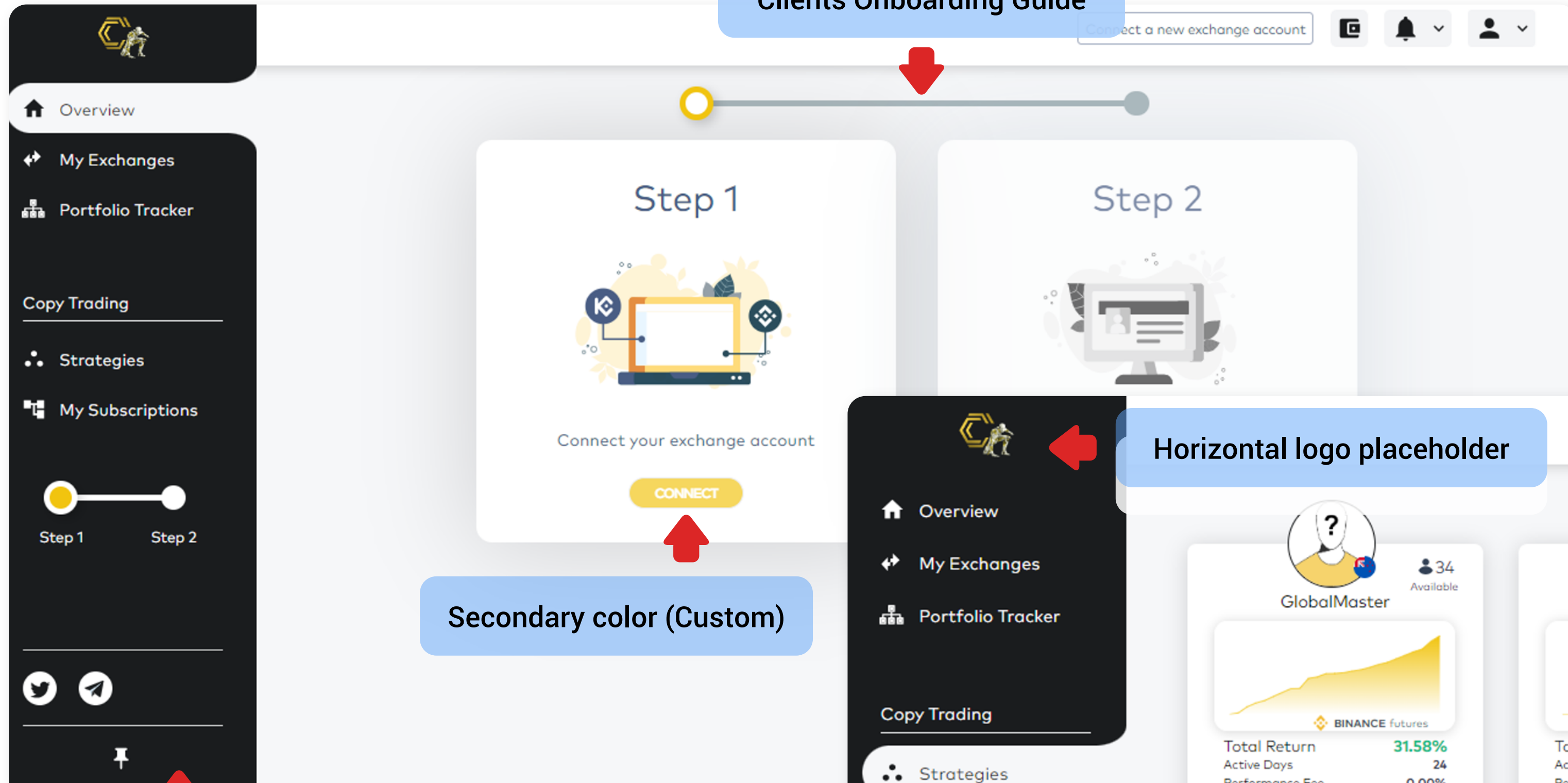
Don't have an account yet? [Sign Up](#)

Remember Me

[Forgot Password?](#)

LOGIN

Clients Onboarding Guide



Copiers can connect the API key from here

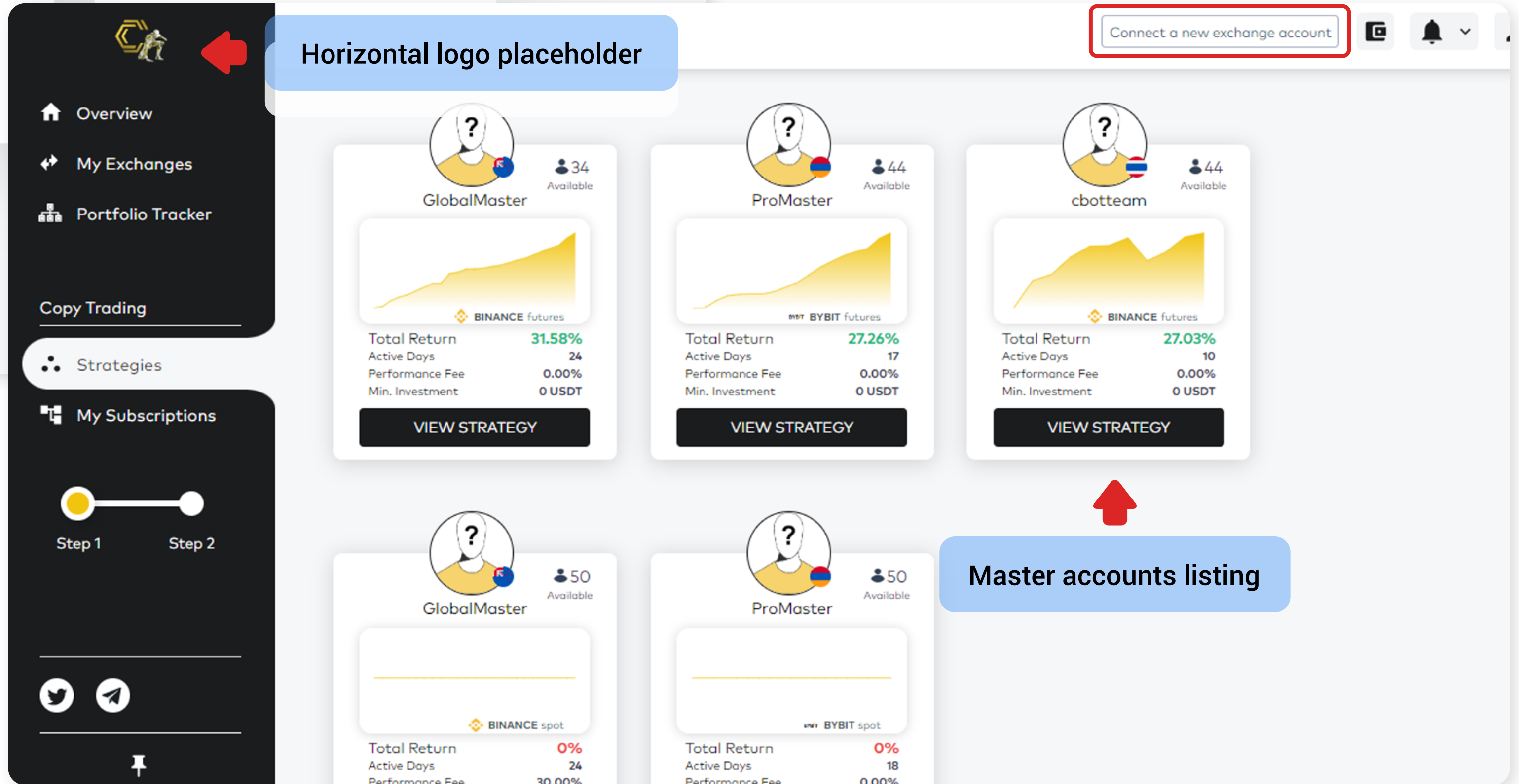
Connect a new exchange account

Horizontal logo placeholder

Secondary color (Custom)

Primary color (Custom)

Social media links (Custom)



Master accounts listing

Spot Futures Beautiful Mind INVESTOR

Account Overview

Live portfolio tracking system

Account Orders & Positions Historical Profit Assets

Balance

BTC 0.0010 = USDT \$30.44

Asset Allocation

- USDT 34%
- XLM 26%
- SNX 25%
- LUNC 4.56%
- Other 9.29%

Return

↓ -35.71%

Total (484D)

Investor

Your logo place holder

- Overview
- My Exchanges
- Portfolio Tracker
- Copy Trading
- Strategies
- My Subscriptions

My Subscriptions

You can view the list of your current and previously copied strategies here.

Beautiful Mind's Subscriptions

Subscriptions history

Strategy	Type	Start Date	End Date	Init. Invt.	Profit
AlgoFun O...	FUTURES	2023-04-26 09:22	2023-06-21 12:56	\$1,000.69	-\$120.73
Itrade	FUTURES	2023-02-19 08:59	2023-04-26 04:00	\$500.61	-\$17.83
Crypton	FUTURES	2023-01-28 13:42	2023-02-19 08:14	\$185	\$58.61
Black_Roc...	FUTURES	2022-12-14 01:47	2023-01-28 13:36	\$434.65	-\$249.8
HiT Binance	FUTURES	2022-10-31 16:42	2022-12-14 01:40	\$618.57	-\$184.11
HiT Binance	FUTURES	2022-10-29 04:50	2022-10-31 07:35	\$601.84	-\$1.07
FCF Plan	FUTURES	2022-10-24 06:46	2022-10-29 04:22	\$601.49	-\$0.01

All 1M 7D Custom BTC USDT \$ %

Copied Strategy

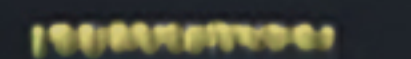
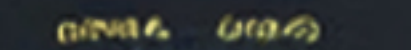
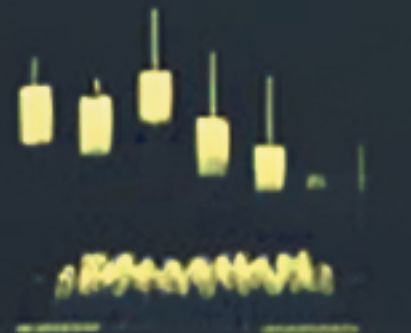
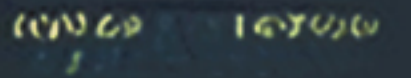
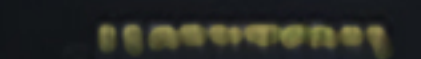
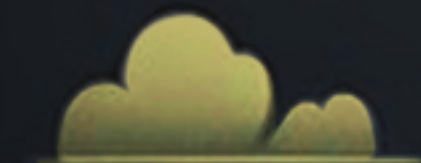
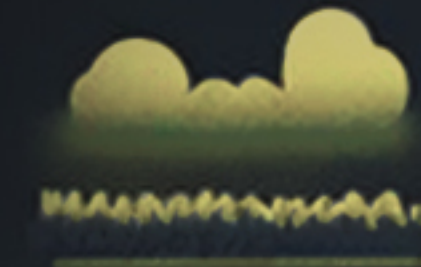
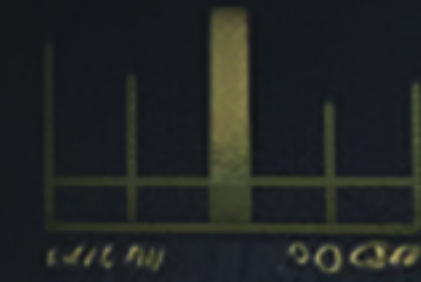
No Strategy

Never miss out on the profits! Start exploring Strategies and choose one to copy.

Choose a Strategy

Private Strategy Marketplace

- White label owners rent strategies.
- Traders gain AUM.



Introducing the Finestel Private Strategy Marketplace

The Private Strategy Marketplace is our newest service addressing the **gap between skilled crypto traders and white label platform owners** needing proven strategies. This marketplace allows white label owners to seamlessly integrate top-performing trading strategies into their platform offerings. **Benefits include:**



Access to vetted, reliable traders to provide strategy diversity



Ability to instantly expand platform capabilities and trader variety



Increased options and profit potential for your client base

The model is based **on performance fee sharing:**



Traders set their fee percentage for sharing their strategies



White labels can charge clients subscriptions + additional performance fees per strategy



White labels keep their charged fees, and share a portion with the original trader

With the Private Strategy Marketplace, white labels can now instantly grow the trading talent on their platforms. Clients enjoy more strategy choice and profit opportunities. And skilled traders monetize their expertise with a wider audience. It's a true **win-win-win**.

How It Works?

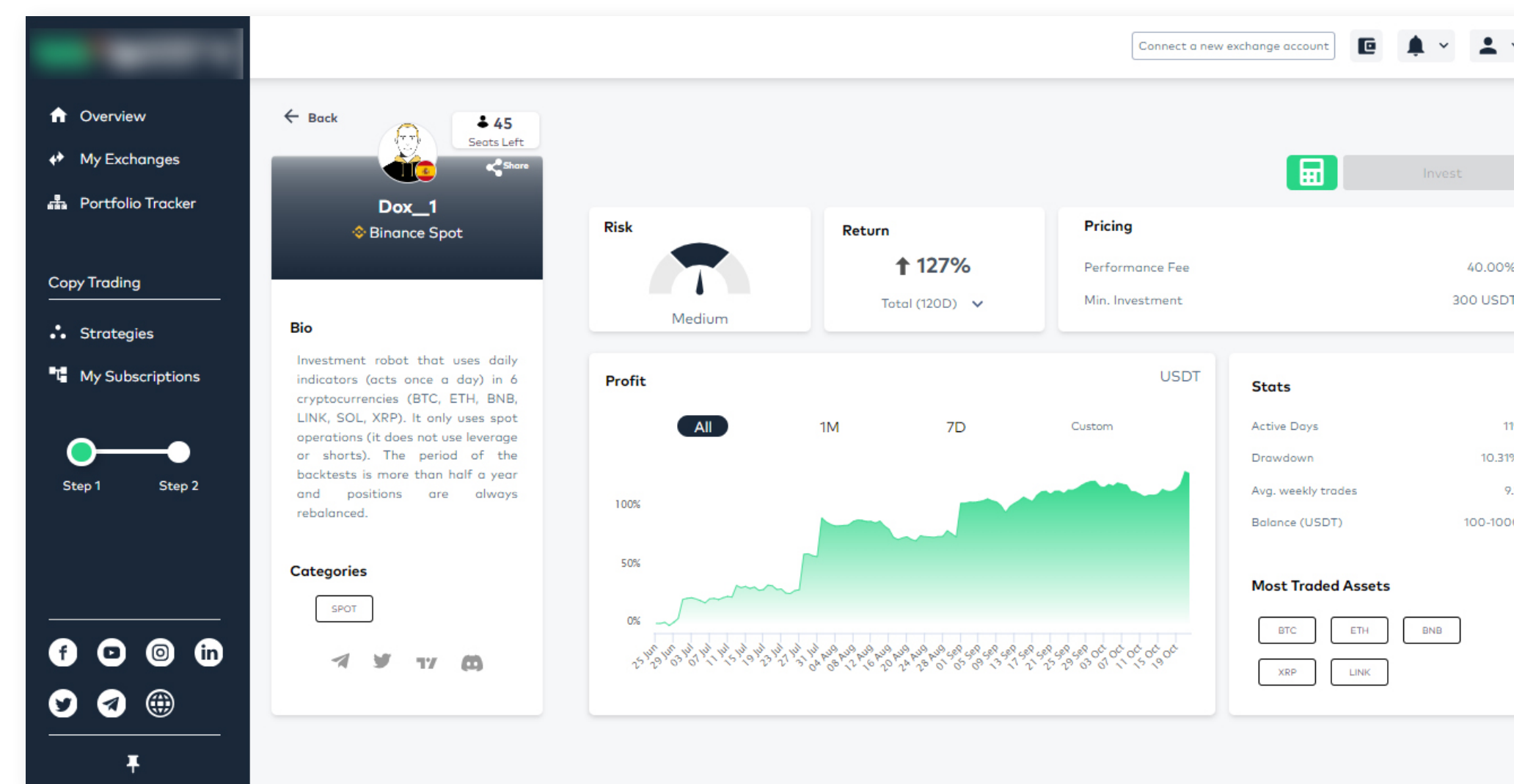
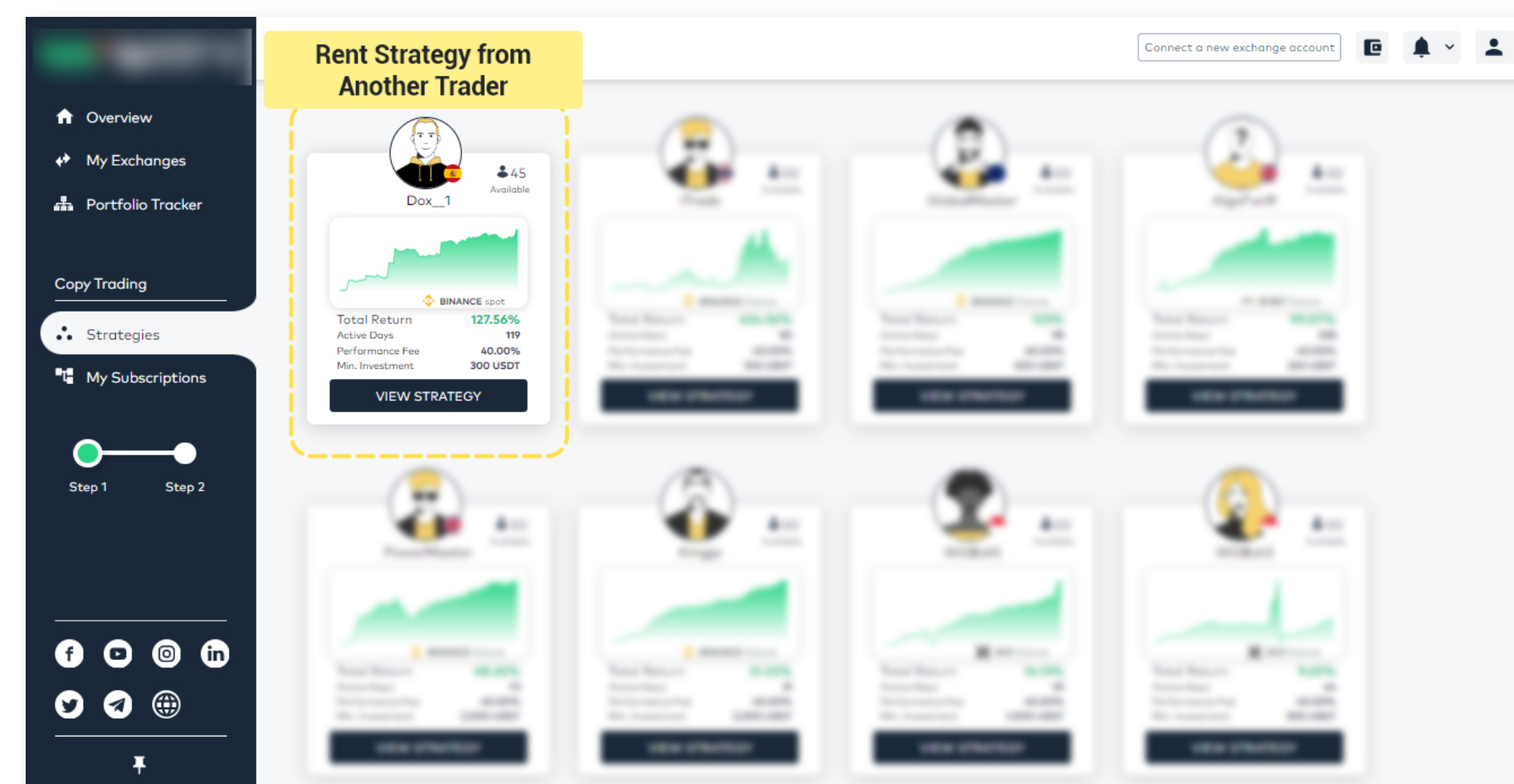
The screenshots below illustrate how Finestel's Private Strategy Marketplace works.

A trader can lend their strategy to multiple white-label owners, who can integrate it into their platforms.

The strategy owner receives performance fees from the whitelabel owners' clients for sharing their strategy. The clients of the whitelabel owners can benefit the strategy without knowing its original source.

The Private Strategy Marketplace enables a mutually beneficial collaboration among strategy providers, whitelabel owners, and clients.

All both parties should do, is to contact Finestel and tell us their desire in this service. We'll handle the rest in minutes.



Ready to get started?

We're committed to helping you push Finestel to its full potential and love to talk to you in person. Book a meeting [here](#) with our partnership managers.



What Do You Need?

Finestel was born from a couple of years of practical operations and experiences performed by numerous crypto traders, portfolio managers, and financial market experts. We developed Finestel to be fully customizable and kindly ask you to share your needs and requisites as they will make Finestel even better for the industry.





Finestel

Gastown Technologies Inc. Vancouver, BC.

