

# Business Plan

## 1) Executive Summary

- a) This Business plan will serve as an operating guide for the “My Trading Business Co.”. The business will start as a sole proprietorship and transition to a corporate structure. A well-qualified trader is running the business. It will succeed because it will take advantage of the “edge” the company has developed in the market, using a disciplined approach to apply proven trading practices. The business requires no initial outside funding, and it will be cash flow and income positive in its ## reporting period.

## 2) Business Description

### a) Mission

- (1) The business’s main operation is the trading of emini futures. This business will strive to constantly improve its trading proficiency and to be a model of the best trading practices in action.

### b) Overview and History

- (1) “Trader Name” has a broad trading background. He/She has been an active trader in the commodity and equity markets since 1995. “Trader Name” has studied the High Velocity Market Master methodology and will implement this system in this trading business.

### c) Products and Services

- (1) This trading business provides two essential services to the capital markets: liquidity and capital generation.

### d) Operations

- (1) This trading business will be operated from a home office equipped for trading. The key elements represented by this home office setup are proper ergonomics, redundant connections, and redundant essential equipment.
- (2) The business will trade primarily the HVMM method. This is outlined under the trading plan section. By the end of the year, the business will be trading multiple markets and or timeframes to diversify its portfolio. All of the above will be detailed in the trading plan before the business begins trading.
- (3) Time Management: Initially, less than 10 hours per week will be spent actual trading. In addition, 25 hours per week will be spent in trading preparations; 5 hours in post-trading journaling and record-keeping, and 15 hours per week will be spent in active learning.
- (4) Disaster Plan:
  - (a) Power outage-An appropriately size Un-interruptible Power Supply (UPS) is installed and maintained so that the business will have a minimum of 20 minutes to exit any existing positions in the case of a

power outage. The phone used for trading does not require AC power to operate.

- (b) Phone outage—A charged cell phone is available at all times
- (c) Internet outage—A redundant ISP is kept to provide an alternative route to the Internet. Should the Internet connection or computer problems prohibit direct access trading while in a “live” position, the position will be exited via telephone. No positions will be held if direct access to the trading account is lost.

### 3) Trading Plan (See Attached)

- a) Strategy to be used (HVMM)
- b) Implementation
  - (1) Entry, Exit, Stop
  - (2) Stop management
  - (3) Risk allocation
  - (4) Skill maintenance and coaching

### Financial Information

- a) Budget i.e. Data Feed, ISP, Cable TV, etc, etc
- b) Profit and Loss Statement