

Trade Angle Strategies, LLC (TAS)

www.tradeangle.com

Introduction to Trade Angle Strategies, LLC



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Thank you.

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Introduction to Trade Angle Strategies, LLC

Thank you for investing your time to thoughtfully review the content in this **Introduction to Trade Angle Strategies, LLC** presentation. This presentation thoughtfully overviews our company, our mission, our basic approach to trading and in particular, discusses our qualifications to help you—the trader—avail yourself to the numerous opportunities we have developed for you.

As traders ourselves, we have a passion for the markets—and a passion for teaching. We look forward to working with you and getting to know you as we apply our experience and trading tools to the dynamics of the marketplace.

This presentation has been written with care to help you get off to a quick start with maximum up time and productivity. However, as a general rule in trading, we highly recommend that you familiarize yourself with the information first through personal after-market study, backtesting, "paper trading" as well as reviewing with your advisors—**before** applying any of these concepts.



Presentation Overview

This **Introduction to Trade Angle Strategies, LLC** presentation covers the following modules:

- First Things First
 - How Would Your Trading Change If...
 - What All Traders Want
- Challenges Traders Face at All Levels of Experience
 - General Trading Challenges
 - "Smart Money"
 - Technical Trading Challenges
 - A Solution for All Traders: The TAS Approach to Trading™
- How to Put The TAS Approach to Trading™ to work for you
 - Contacting a TAS Consultant
 - Start with a Free Trial
 - Sign Up for Free Webinars



How Would Your Trading Change If... You Could Consistently Find Reliable Entry and Target Areas?





Would Your Trading Change If... You Could See Each Day's Trading Levels Pre-market?





What if... You Could Determine Supply & Demand Areas With Consistent Accuracy?





What if You Could Combine Both Supply & Demand Levels with Precision Timing Indications?





What if... You Could Work with One of the Trading Industry's Leading Automated Systems Developers?

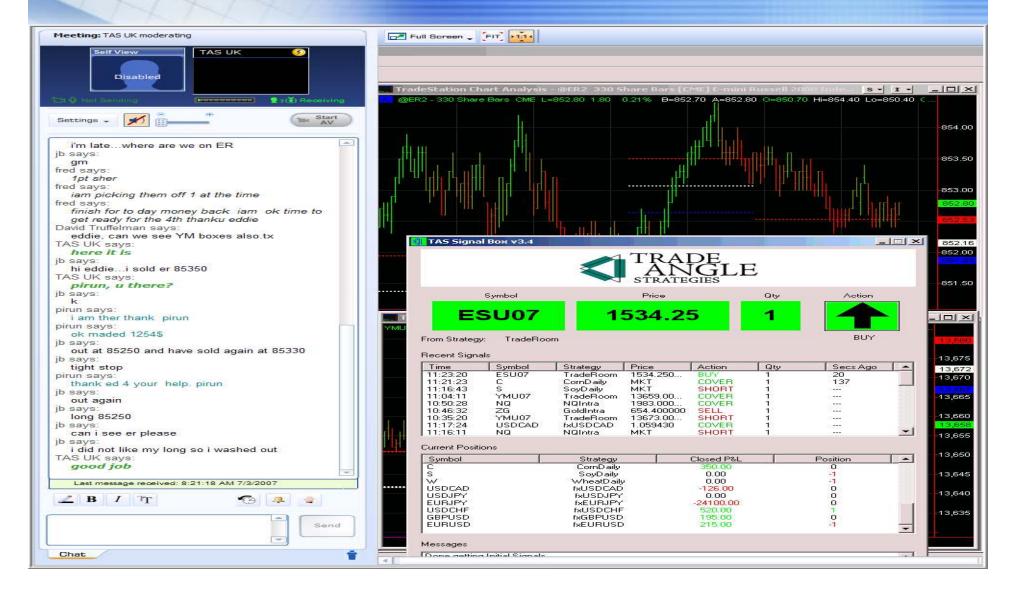
	Home My Account (Cart Contact Us	STRATEGIES
Strategy Runner		TRADING TOOLS
		STRATEGY TEMPLATES
		VENDOR TOOLS

Select Strategies





What if You Could Do All of This in a Real-time Trading and Training Environment—on a Daily Basis?





If You Could Participate in All of the Preceding Activities...

...then it would be just another great day of you working with **Trade Angle Strategies, LLC (TAS)**—and you would be well on your way to
meeting your goals and objectives as a trader.

We feel very confident about this statement because **Trade Angle Strategies** has it all. We call it the **TAS Approach to Trading™**.

- ✓ We combine the best of trading methods our proprietary, world-class indicators and systems
- ✓ Our software is backed by a five-year investment in R&D
- ✓ We add to that our caring training and mentoring
- ✓ We provide top-notch instructors—who are traders themselves
- ✓ We present this institutional-quality of services al-la-carte—or as part of
 a complete curriculum of trader development



What All Traders Want

Having been involved in nearly all facets of the trading industry for decades, at **Trade Angle Strategies** we have a pretty good idea of what traders want:

- ✓ Tangible rewards—and a path to get there
- ✓ Intangible rewards—and support from traders who've been there
- ✓ **Effective tools and trading methods** to make the tangible and intangible rewards obtainable



What All Traders Want: 1. Tangible Rewards

Let's talk about traders as a group... All traders come to the market with different goals. This is evident because we are all **unique** individuals.

- Most traders we work with claim they trade "for the money"—a
 tangible goal. But we all know, money is only a means to an end.
- Money helps finance:
 - Family security
 - Improved lifestyle
 - College education for kids
 - Retirement
 - Charity
 - And 1,001 other monetary goals and objectives...



What All Traders Want: 2. Intangible Rewards

Although trading to make money is a commonly stated tangible goal, when you get to know traders, they will also reveal some of the **intangible** goals that they are pursuing:

- Self-actualization—the realization of one's potential
- A challenging environment to apply new talent and skills in
- A chance to work with professionals who are at the top of their game
- A feeling of success and progress at the end of a day's hard work
- Independence—the opportunity to call your own shots on your own terms
- An occupation that is totally immersive—like golf or piano: there's always more to learn
- A chance to help others through sharing trading observations, tactics, and techniques



What All Traders Really Want: 3. Effective Tools & Methods

We all agree that traders come to the market to pursue tangible and intangible goals. However, before traders can achieve those goals, they **universally** acknowledge that they want an <u>integrated</u> program that combines:

- On-going training
 - In depth
 - Factual
 - Practical
- Reliable trading tools
 - Accurate
 - Consistent
 - Intuitive
- Qualified mentors who can help shorten the trading learning curve
 - Knowledgeable
 - Hard working, actual traders themselves
 - Supportive



General Trading Challenges

Let's move deeper into our presentation by examining challenges from a framework of **realism**:

- Trading is a risky and difficult profession, mastered only by the minority of entrants into the field
- However, statistics show that the <u>majority</u> of new traders entering the trading arena will lose most or all of their trading stake
- There are no shortcuts to learning to trade. You either pay your dues or you pay the market. It's that simple.
- Depending on whom you ask, it can take traders as many as five to seven years—or more—before they develop consistent profitability and are on their way to achieving their goals and objectives



General Trading Challenges

Among other things, learning to survive the trading learning curve takes:

- Risk management skills that are the weakest when they likely need to be the strongest
- Time—years of training, mentoring, study, and many hard-won battles
- **Discipline** in dealing with fatigue, overconfidence, loss of confidence, distractions, boredom, sticking to a trading plan—to name just a few
- Psychological agility to manage performance pressure and anxiety, self-defeating behaviors, perfectionism, complacency—to name a few
- In a word, trading will come down to mastery of self



Technical Trading Challenges: Supply vs. Demand

FACT: In the most simple terms, the purpose and function of a market is to regulate supply

FACT: Demand can influence how supply is rationed—but supply "wins the day"

FACT: Therefore, learning to read supply <u>and</u> demand in chart form is paramount to success as a trader

CHALLENGE: But how can traders get an accurate read of the forces of supply and demand in markets that are always in flux?

CHALLENGE: Since a supply area (a.k.a. resistance) in a chart on one time frame can simultaneously be a demand area on another time frame, which direction do traders take? Long? Short? Stand aside?



Technical Trading Challenges: Balance vs. Imbalance

FACT: Markets exist in two—and only two—states or "phases": balanced or imbalanced (synonymous with non-trending vs. trending, horizontal vs. vertical, non-bracketed vs. bracketed, etc.)

FACT: These two phases of the market are mutually-exclusive: when a a market is in one phase, it <u>cannot</u> in the other; but traders have to understand the "context" of the phase

CHALLENGE: What is the key to determining which phase a market is in?

CHALLENGE: Is it possible to have a market in one phase in one time

frame and be in a different phase on another time frame?

CHALLENGE: Between the two different phases, how do traders make a

firm decision about which one of the phases makes the most sense for the risk temperament and trading style?



Technical Trading Challenges: Professional vs. "Retail" Activity

FACT: Charts don't lie in that they accurately depict the activity of all market participants

FACT: Some traders and groups of traders are more important to follow than others

CHALLENGE: If charts don't lie, why do so many traders feel that they

are so often on the "wrong side" of the market?

CHALLENGE: Which group of trader is it important to monitor? Which

groups should traders generally ignore? On which time

frames?

CHALLENGE: How can individual traders distinguish between multiple

"other" groups of traders in any give market?



Technical Trading Challenges: Trends vs. Time Frame

FACT: An uptrend is defined by a series of higher price pivot lows and higher price pivot highs

FACT: A downtrend is defined by a series of lower price pivot highs and lower price pivot lows

FACT: An uptrend or a downtrend lasts... Until it's over, i.e., when their respective definitions no longer hold true. Obvious, right?

CHALLENGE: If defining a trend is so "simple," why do so many traders

have a difficult time finding a trend?

CHALLENGE: When traders do find a trend, why do so many of them

feel that they are entering the trend late?

CHALLENGE: How can individual traders distinguish between multiple

"other" groups of traders in any give market?



Technical Trading Challenges: Real Moves vs. Fake-outs

FACT: Charts have "memory" and convey at which price levels the

professional traders are likely to appear and reappear

FACT: Although charts do have this "memory" aspect, oftentimes charts "forget"—and the levels where professional traders were are no longer relevant

CHALLENGE: How can traders know when professional interest is

just starting to emerge?

CHALLENGE: How can traders determine when professional interest is

waning? What about false moves or so-called "fake-outs"?

CHALLENGE: When charts do "forget," how can traders minimize their

losses when this event occurs?



Smart Money

"Smart money"...

- ...has a <u>written</u> business trading plan for their trading operation
- ..has a <u>specific</u> plan for each trade consisting of an entry, a stop, and a target
- ...measures reward to risk <u>for each trade</u> and then manages risk and/or spreads out risk where appropriate
- ...trades with institutions and commercials by using intelligent trading tools and methods which are "backed by science, not fiction"
- ...doesn't fight prevailing trends because they understand how to accurately determine where a trend starts and where it is waning or ending



Smart Money

"Smart money"...

- ...recognizes when a trade is not working out, has a plan for an exit and, above all, honors the plan by exiting the trade
- ...has an edge to put the odds in their favor which is backed by a solid trader's education, mentoring, trading tools, systems, plus on-going support
- ...knows when to step aside and understands that "missed money is better than lost money"
- ...accepts responsibility for all actions and uses the data from their actions to refine their trading methods and plan
- ...understands that <u>earning follows learning</u>—not the other way around



A Solution for All Traders: The TAS Approach to Trading™

The **TAS Approach to Trading™** is an integrated solution which helps traders of all levels of trading experience to meet their trading goals and objectives through a hands-on, structured program:

- On-going Training
 - Trade Angle Strategies provides a complete training curriculum for traders at all levels of experience, including trading and training rooms, courseware, seminars, webinars and archived events
- Reliable Trading Tools
 - Trade Angle Strategies has invested five years in R&D developing its institutional-level trading tools, including accurate proprietary indicators and our highly ranked automated trading systems and strategies **
- Qualified Mentors and Instructors
 - Trade Angle Strategies has assembled a world-class team of traders, researchers and educational talent spanning such disciplines as floor trading, advanced mathematics, programming, strategy development, mentoring, courseware development, and supportive teaching practice

^{**} Top Four P&L vs. Drawdown Strategies on Strategy Runner, July 15 2007



The TAS Approach to Trading™: On-going Training

Trade Angle Strategies provides a **complete training curriculum** for traders at all levels of experience, including trading and training rooms, courseware, seminars, webinars and archived events:

Trading and Training Rooms

- TAS Futures Trading & Training Room
- TAS Equities Trading & Training Room (Starting September 1, 2007!)

Webinars

- The TAS Approach to Trading™ Preview (four hours)
- The TAS Approach to Trading™ Webinar (four hours)
- TAS Indicators Workshop (four hours)
- Market Profile[™] and Auction Market Theory (eight hours)

Seminars

- The TAS Approach to Trading™ Workshop (two days)
- The TAS Approach to Trading[™] Mentorship (five days)



The TAS Approach to Trading™: Reliable Trading Tools

Trade Angle Strategies has invested **five years** in R&D developing its institutional-level trading tools, including accurate proprietary indicators and our highly ranked automated trading systems and strategies **

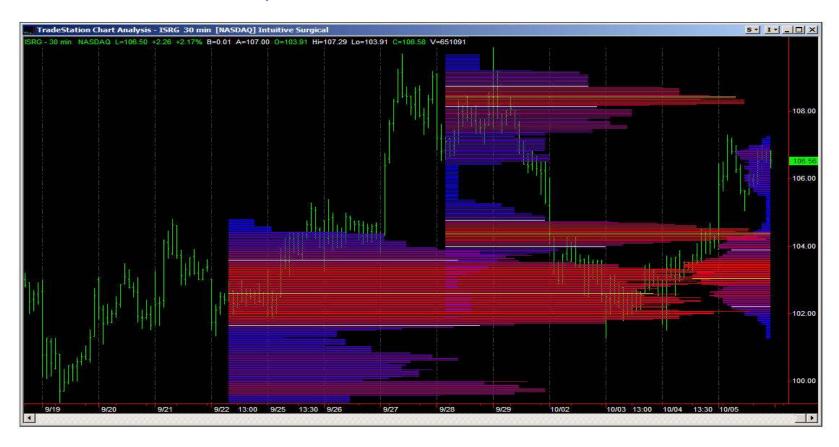
- Proprietary Indicators (a free trial is available to qualified users)
 - TAS Price Map™ Indicator
 - TAS Price Compression Levels™ (PCLs™)
 - TAS Trading Levels™ (a.k.a. "Boxes")
 - TAS-VIX Differential™ Indicator
- Automated Trading Systems **
 - Intraday Systems: SPIntra, GoldIntra
 - Daily / Overnight Systems: NASDAQ S&P 500 (60-min.), S&P 500 (daily),
 Dow, Russell 2000, Bonds, Soy, Corn, Wheat
 - Portfolio Strategies: Too many combinations to list. Please visit our website at http://tradeangle.com/TAS%20AutoSystems.htm

^{**} Top Four P&L vs. Drawdown Strategies on Strategy Runner, July 15 2007



The TAS Approach to Trading™: TAS Price Map™ Indicator

The **TAS Price Map™** indicator combines the best of Market Profile™ with color-coded volume and multiple-time frame confluence





The TAS Approach to Trading™: TAS PCLs™ Indicator

The TAS Price Compression Levels™ (PCLs™) indicator simplifies the best of Market Profile™, volume aggregation and multiple-time frame confluence





The TAS Approach to Trading™: TAS Price Levels™ Indicator

The **TAS Price Levels™** (a.k.a. "Boxes") uses the best of Market Profile™ and volume analysis while dramatically speeding up intraday trading analysis





The TAS Approach to Trading™: TAS VIX-Differential™ Indicator

The **TAS VIX Differential™** indicator is our proprietary market timing and trade management indicator and is the backbone of our entry and exit methodology





The TAS Approach to Trading™: Automated Trading Systems



Select Strategies





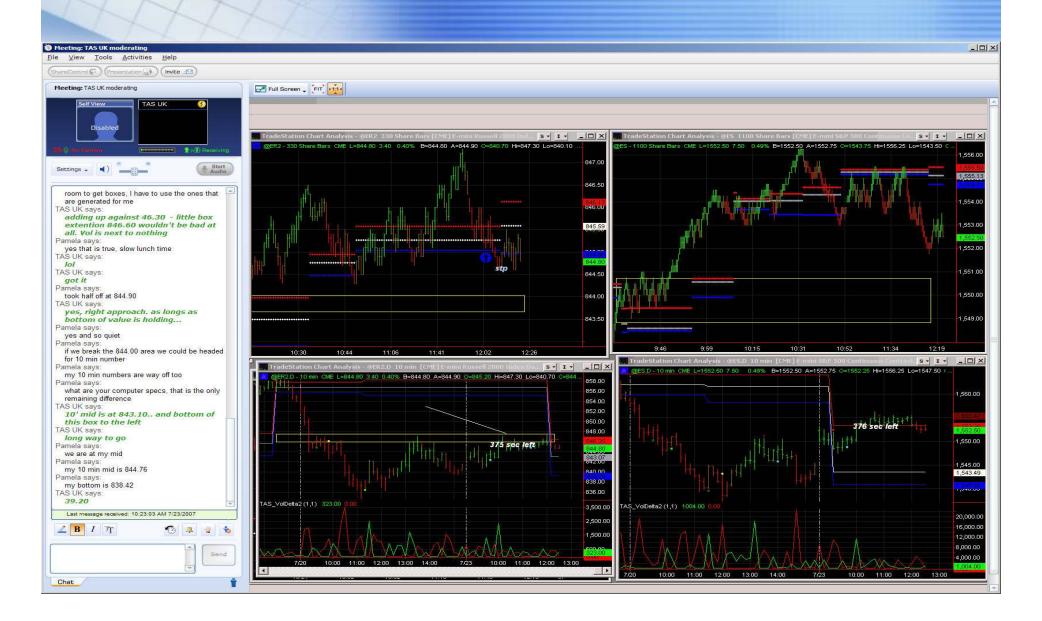
TAS Trading & Training Room

The **TAS Futures Trading & Training Room** (see next page for sample graphic) employs leading-edge technology to disseminate live, real-time interpretive, steam-of-consciousness technical analysis evaluation backed by timely market commentary and supported by our world-class trading and timing indicators

- Our full-time moderators and guest speakers have the knowledge and teaching experience to help trader to achieve their trading goals and aspirations
- Clear, distinct ongoing market, trading, and training commentary from professional TAS traders who trade their own accounts in a <u>real-time</u> <u>environment</u>
- Allows subscribers to interact with TAS traders in real time and ask questions as they learn
- Teaches applications of signal generation tools and shows how this information applies to trading automation
- Wraps all of the TAS systems, indicators and trading approach together
- A free trial is available to qualified participants



TAS Trading & Training Room





TAS Signal Box

- The TAS Signal Box™ is a visual, automated trading signal delivery system (see example on page 10 on how we use this in the TAS Trading & Training Room)
- Alerts subscribers to potential trading signals and displays symbol, strategy, price, quantity [that we traded], and time
- The TAS Signal Box™ pops up, plays a sound, and displays the signal information to the user
- Robust API for software developers' proprietary trading applications
- Available on monthly subscription basis; volume discounts available, as well—please contact us for details





Putting The TAS Approach to Trading™ to Work for You

How to Put **The TAS Approach to Trading™** to work for you:

- 1. Visit our website for more information
 - www.tradeangle.com
- 2. Contact Us
 - Phone: 919-373-4380
 - E-mail: <u>questions@tradeangle.com</u>
 - Website: http://tradeangle.com/contact_us.htm
- 3. Attend The TAS Approach to Trading™ Preview Free Workshop
- Start with a Free Trial
 - TAS Futures Trading & Training Room
 - TAS Equities Trading & Training Room (Starting September 1, 2007!)
 - Reserve Your Space for Free Training Webinars



Questions & Answers

Thank you for joining us today!

For more information, please contact us at:

Trade Angle Strategies: 919-373-4380

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