

1-Page Brokerage Business Plan



Industry
Trading

Solution
White Label
Brokerage Platform

Location
LATAM

Startup Capital
\$100 000

Payback Period
3 months

Business Overview

The Quadcode white label solution can help you save up to **\$130,000** and **6 months of work**.

Developing a solution from scratch typically costs around \$150,000 and takes at least 6 months. In contrast, using the Quadcode white label solution reduces setup costs to as low as \$50,000 and shortens the setup time to just 2 weeks.

Software Costs

Web-Mobile Traderoom	✓
Quotes & Liquidity	✓
CRM	✓
Dealing desk	✓
KYC	✓
Antifraud	✓
Intergrated PSPs	✓
Technical SMS	✓
Technical emails	✓
iOS app	✓
Android app	✓
UCC	✓
Affiliate Module	✓
Sales Module	✓
Total:	\$42 000

User Metrics

Customer Acquisition Cost	\$110
ARPU / Month	\$270
Average Lifetime	4 Months

Legal Costs

Company Registration	\$5 000
Bank Account	\$1 000
Legal Fees	\$2 500
Total:	\$8 500

Cashflow

	Payments to Affiliates	Traders	Fee	PNL	Profit	Cashflow
1st Month	\$11,990	110	\$10,000	\$30,000	\$8,010	-\$42,490
2nd Month	\$22,000	200	\$10,000	\$55,000	\$23,000	-\$19,490
3rd Month	\$32,000	300	\$10,000	\$80,000	\$38,000	\$18,510
4th Month	\$37,600	350	\$10,000	\$94,500	\$46,900	\$65,410
5th Month	\$43,000	400	\$27,000	\$108,500	\$38,500	\$103,910
6th Month	\$54,000	500	\$33,750	\$135,500	\$47,250	\$151,160
Total:	\$200,590		\$100,750	\$503,000	\$201,660	\$151,160

Key Metrics

IRR	45.1%	Total PNL	\$503,000
Profitability Index	3.36	Monthly fees	-\$100,750
NPV	\$119 677	Payments to affiliate	-\$200,590
ROI*	42,96%	Setup costs	-\$50,500
*(PNL – Monthly Fees – Payments to Affiliates – Setup Costs) / Monthly Fees + Payments to affiliate + Setup Costs		Total Net Profit 6 month	= \$151 160

Payback Period **3 months**

Σ Profit - Software Costs - Legal Costs
(1-3 months)

In three months, the project covers all its costs and starts making a profit.

Break-Even Point

