

7 SECRETS **TOP ALGO** **CREATORS**

USE TO GROW

40-50%

EVERY YEAR

THE A.C.E FRAMEWORK

RAJ KUMAR

TABLE OF CONTENTS

INTRODUCTION

**CHAPTER 1: THE RISE OF INDIAN RETAIL
ALGOS**

**CHAPTER 2: THE WINNING STRATEGY
FORMULA**

CHAPTER 3: THE CREATOR'S MINDSET

**CHAPTER 4: SCALING YOUR STRATEGY
BUSINESS**

**CHAPTER 5: ATTRACTING THE RIGHT
INVESTORS**

TABLE OF CONTENTS

CHAPTER 6: RETAINING INVESTORS

**CHAPTER 7: EXPANDING YOUR
ECOSYSTEM**

**BONUS CHAPTER: BECOMING A
THOUGHT LEADER**

FINAL WORDS

INTRODUCTION

If you're reading this, chances are you've built or are building an algo trading strategy.

Maybe you've already deployed it live. Maybe it's making profits.

But deep down, you're wondering:

“How do I turn this into something bigger?”

“How do I get investors to trust me?”

“Is it really possible to make a full-time income through this?”

The answer is: Yes. But not by doing more trades or learning more code.

It's by learning how to treat your strategy like a product — and your work like a business.

This book is your blueprint to 10X your algo trading business — not with complicated formulas or market predictions, but with a proven, practical system followed by India's top-performing retail algo creators.

You'll discover:

- How to design strategies that attract investor capital (not just make P&L screenshots)
- How to build trust, visibility, and brand — even if you're not a “influencer”
- How to scale with systems, automation, and community — not burnout
- How to convert your small personal setup into an investor-ready operation
- Real-life stories of Indian creators who grew from ₹50K to ₹50L+ AUM

Whether you're just starting out or already live with your strategies on platforms like Tradetron, AlgoTest, Market Maya, or Stoxxo — this book will help you take the leap from strategy builder to algo business owner.

So open your mind, grab your notebook, and get ready to rethink the way you grow in this space.

Let's 10X — not just your returns — but your impact, income, and investor confidence.

About Me: Raj Kumar

From a Stock Market Observer to the Mentor Behind India's Top Algo Creators.

I still remember the exact moment that changed my life.

It was the early days when I used to visit my friend — a dealer at a stockbroking office.

I'd sit beside him, watch him place trades on behalf of clients, and witness something truly rare: people making (or losing) serious money within minutes.

No other business I knew had this kind of potential. That's when it clicked: if I can master this game, the upside is unlimited.

I began learning the craft from my friend, but soon realized that to join the bigger firms, you needed credentials. So I pursued an MBA in Finance, not for the degree — but for the door it could open. And it did.



I landed a job at ICICI Direct as a Senior Relationship Manager, posted in one of Delhi's most prestigious areas — Greater Kailash. There, I interacted with HNIs and wealthy investors daily. They weren't just investing — they were trading smartly and consistently profiting.

That's when I decided: I don't just want to work for traders. I want to become one.

Determined to find solutions, I studied the market deeply and found that making significant money through trading is possible. In 2004, I started my own trading business with a small team of expert advisors who are helping and guiding our clients to trade successfully in the stock market.



From Failure to Foundation

My next role was as an Analyst Trader at Capstone Securities, a prop trading firm in Pune specializing in US markets.

I failed.

Within 3 months, I was out — I didn't have the skills other traders had. But that failure taught me something deeper: real success in trading isn't luck — it's skill, structure, and strategy.

So I went back to the drawing board. For the next 6 years, I immersed myself in market research at RMoney, where I mastered technical patterns, option strategies, and real-world market behavior. My recommendations delivered 6–7% monthly returns with 80% accuracy. At one point, my picks doubled client capital in just 6 months. The management noticed.

And transferred me to a place where I could have even more impact — Product Development.



Cracking the Code:

The Algo Creators Ecosystem

That transfer changed everything — for me and the company. I introduced algo trading to the organization. Not just tools, but strategy systems that could scale. I worked with retail clients who had great strategies but no way to scale or automate them.



I started:

- Building custom strategies
- Identifying who had the edge
- Bringing in best-in-class platforms like Tradetron, Market Maya, Stoxxo, and AlgoTest
- Setting up the first structured ecosystem for full-time algo creators

Soon, word spread. Algo creators from across India started approaching RMoney for better tech, deeper insights, and a serious trading environment.

Many of them had no background in finance. But with the right system, they turned their personal trading strategies into full-time, investor-backed businesses.

That's when I realized: I had cracked something most people missed — the science of scaling algo trading into a business model.

From Strategy to Movement



Since then, I've mentored 135+ creators who have successfully transitioned from trading for themselves to building scalable algo products with paying investors.

I've conducted:

- Webinars with 300–500+ attendees
- In-person strategy sessions with high-growth traders
- Tool training and deployment consulting for broking platforms
- Deep ecosystem coaching for full-time creators

This book you're reading is not a summary of theory — it's a playbook built from everything I've seen, tested, failed, and refined over the past decade.

It's the system I wish someone gave me when I first saw a trader make ₹3 lakh in one day.

So if you've got a working strategy...

If you're ready to stop trading alone...

If you want to grow without more capital, stress, or chaos...

This book will show you how to 10X your algo business — the way I've helped others do it.

Let's begin.

– Raj Kumar

Chapter 1: The Rise of Indian Retail Algos

Why now is your best time to build and scale an algo trading business



Let's rewind a bit...

Not too long ago, if you talked about “algorithmic trading,” it sounded like something only big banks and hedge funds did. You’d imagine guys in suits, sitting in front of ten monitors in a fancy office in Mumbai or Wall Street, doing complex math and coding in Python. And the rest of us — the retail traders — we’d just follow the news or guess based on a chart.

But not anymore.

Algo trading is no longer just for PhDs or millionaires. Today, it's for people like you and me — sitting at home with a laptop, an internet connection, and a dream.



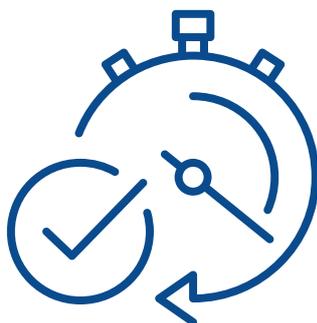
From ₹50,000 traders to ₹50 lakh strategies

Let me tell you about Rohit, a 29-year-old from Surat. He used to trade manually — mostly options on Nifty — based on gut feeling and YouTube videos. Profits were hit-or-miss. Then in 2021, he stumbled upon Tradetron, watched a few tutorials, and built his first simple Super trend strategy. Nothing fancy.

By 2023, his strategy had over ₹18 lakh in investor capital, and he was making passive income from performance fees — all while still working his 9–5 IT job. Now he runs 4 strategies and has crossed ₹50 lakh in deployed capital.

Sounds like a dream? It's actually happening — and not just for Rohit.

What Changed? Why Is Now the Perfect Time?



1. Platforms Made It Easy

Tools like Tradetron, AlgoTest, and Market Maya let you build, backtest, and launch strategies without coding.

- You want to test a Bollinger Band setup? Done.
- Want to automate an iron condor? 5 minutes.
- Want to sell it to investors? You're just a "Deploy" button away.

In the past, you'd need a coder, server, broker API, and a bunch of approvals. Now? You can go live in a day.

2. Brokers Got Smart

From Zerodha to Dhan to RMoney, brokers now offer zero downtime APIs, better latency, and support for automation tools. Execution is smoother. Slippage is lower. Your strategy gets what it deserves.

3. Retail Is Waking Up

More than 70% of options volume in India is now from retail. Traders are smarter. Investors are looking for automation. Even FD holders are asking, "Can I get 12–15% with less effort?"

That's where you come in.

Meet the New Toolbox for Indian Creators

Let's simplify this with real tools that Indian creators are using:

Platform	What it helps you do	Why creators love it
Tradetron	Build + deploy + sell your algo strategies	No-code builder + Marketplace
AlgoTest	Build & backtest option strategies (India only)	Simple UI + Paper trading
Market Maya	Prebuilt logic + basket algos + community	Easy learning + AI support
Stoxxo	Plug your logic into broker & auto-execute orders	Clean interface, low latency

You don't need to build everything yourself. Use these tools and focus on the edge — your idea, your logic.

Storytime: Priya, the Homemaker-Turned-Creator

Priya from Nagpur had no tech background. Just a love for numbers and Excel. She joined a 1-month course on algo trading and learned how to build simple positional strategies.

In less than a year, she created 3 intraday strategies on Market Maya, and through the platform, attracted ₹9 lakh in investor capital. Today, she makes more money from strategy profits than her husband's government job.

Still Waiting? Here's Why You Shouldn't:

- Execution tools? Ready.
- Market demand? Exploding.
- Investor appetite? Hotter than ever.
- Competition? Still early.

If you're someone who already has trading experience, or you've been thinking about turning your manual edge into an automated system — there's never been a better time.

Real Talk: You Don't Need to Be a Genius

You just need:

- A clear and simple strategy.
- A tool to automate it.
- A way to show results and attract capital.

Don't worry if you're not a coder. Today's platforms take care of the tech. What they can't do is think like you. That's your edge.

Quick Checklist Before You Start:

- Do you have a repeatable logic or setup?
- Are you ready to test your idea and accept feedback?
- Do you want to earn passively from investor capital?

If yes, then this book is going to walk you through everything — step by step. How to build, test, sell, scale, and build your own algo brand.

Let's get started with the next chapter — where we break down what makes a strategy “investable” and how to build one that wins trust and not just returns.

The Winning Strategy Formula

“How to make your strategy investor-ready — not just backtest-ready”



Paise kamana hai ya investor banana hai?

Let's be honest — building a strategy that makes some money is not that hard anymore.

You can go to Tradetron, plug in a simple Supertrend + RSI combo, run a few paper trades and boom — green numbers on the screen.

But here's the thing most creators realize after months of building:

A profitable strategy \neq an investable strategy.

What do investors look for?

Imagine this:

You're showing your strategy to someone who's planning to put ₹10 lakh of their hard-earned money into it.

Would you invest if you saw just a pretty equity curve? Nope.

Investors ask tough questions — and rightly so. Because they've seen the market, and they've seen creators come and go.

Let's understand what actually makes a strategy investable in the Indian algo world.



The Metrics That Really Matter

Investors don't care about 1-day P&L. They care about:

1. CAGR (Compound Annual Growth Rate)

How much does your strategy grow yearly?

Rule of thumb: If your algo gives 12%–25% CAGR with proper risk control, that's solid for retail investors.

2. Sharpe Ratio

Return per unit of risk.

Aim for 1.5+ to look professional. Above 2.0 is excellent.

3. Max Drawdown (Max DD)

What's the worst fall your strategy has taken from peak to bottom?

Investors get scared if DD is more than 20%.

4. Consistency

Are you making 2–3% every month? Or +10% one month and -15% the next?

Stability matters more than one-time spikes.

5. Win Rate vs. Risk: Reward

Even a 40% win rate is okay if reward is 2x risk. Don't fall for 90% win rate fantasies — investors won't.

Story Break: Meet Devansh from Jaipur

Devansh created a brilliant BankNifty intraday algo on Market Maya. He was making around ₹8,000 a week from his own capital. But when he tried to raise funds, people said:

“Bro, your returns are good, but why did you lose 15% in March?” That’s when he cleaned up his presentation, showed drawdown recovery time, monthly P&L, and a clear plan for when markets are sideways.

Within 3 months, he had ₹12 lakh deployed from just two HNI friends. Why? Because he gave clarity, not just profits.

Backtest vs Live: Don’t Fall for the “Excel Profit”

Every creator goes through this:

- You build a strategy
- Backtest shows 120% CAGR
- You dance
- You go live
- Returns disappear

Why?



Backtest is rehearsal. Live is the real stage.

Slippage, latency, emotional pressure — all these kill a strategy that wasn't tested in real conditions.

The Real Test: “Walk Before You Run”

Before you invite investors, do this:

- ✓ Paper trade your strategy live for 30–60 days
- ✓ Track live P&L, drawdowns, execution speed
- ✓ Record daily observations (broker, fills, missed orders, etc.)
- ✓ Make at least 3 tweaks before calling it final

This real-world validation shows maturity — and builds your own confidence too.

The 3 Pillars of a Winning Strategy

Let's break this down in desi style:

1. Simplicity

“Jyada masala daalne se khana kharab ho jata hai.”

Same with strategies.

Most winning algos run on simple rules: Moving Averages, Supertrend, VWAP, etc.

Keep it clean and logical.

2. Robustness

Does it work only on Nifty? Or can you run it on BankNifty, FinNifty, even stocks?

The more flexible your algo, the stronger its base.

Test across symbols, timeframes, and market moods (bullish, bearish, sideways).

3. Diversification

Don't run a single 9:20 straddle and call it a system.

Mix things up: one intraday, one positional, one equity, one options-based.

It smooths your equity curve — and makes investors sleep better.



Document Everything — Don't Be a Mystery Box

Create a simple Google Doc or Notion page:

- Strategy Logic
- Entry/Exit rules
- Risk management logic
- Version history
- Platform used
- Backtest vs Live comparison

Investors respect transparency. If you show them the engine behind the returns, trust builds automatically.

Final Words — Build Like a Business

Don't just build a strategy to make profits.
Build it to win trust.

You are not just a trader now — you're a solution provider to those who want automation without headaches.

And remember:

"Algo world doesn't reward perfection. It rewards progress."

Let's now move to the next part — building the Creator's Mindset and how to overcome common fears like "What if my strategy fails in live market?"

The Creator's Mindset



“You're not just a trader now... you're a builder.”

From Trader to Creator — What Changed?

If you're reading this, chances are you've already coded (or at least built) one or more strategies on platforms like Tradetron, AlgoTest, or Market Maya.

Now, here's a simple truth:

A trader makes decisions.

A creator builds systems that make decisions.

When you stop chasing every candle and start building repeatable logic — you've already upgraded yourself.

Welcome to the club of Algo Creators 🚀

CHAPTER - 3

Quick Reality Check

You might still be wondering...

- "Am I good enough to call myself a creator?"
- "What if my strategy flops in live?"
- "What if no investor trusts me?"

Relax. You're not alone.

Even the top algo creators in India — the ones handling ₹1 crore+ — had these same doubts when they started.

Let's bust those fears together 

Fear #1: "I'm not a full-time trader... will anyone trust me?"

Meet Anuj, a corporate employee in Gurgaon. He works 9 to 6 at an MNC and still built two intraday strategies on Tradetron in his free time. One of them — a simple VWAP + Supertrend combo — gained ₹4.2 lakh in investor capital in 5 months.

Why?

Because Anuj didn't try to fake a trader lifestyle. He simply showed:

- ✓ Transparent metrics
- ✓ Consistent live performance
- ✓ Clear explanation of the logic

Lesson: You don't need to look like a trader. You need to act like a creator.

Fear #2: "What if my strategy stops working?"

It will. At some point, every strategy faces a bad phase.

The real question is — what will you do when that happens?

Smart creators don't panic. They do 3 things:

1. Pause and Analyze – Was it market change or strategy flaw?
2. Version Control – Keep older versions, roll back if needed.
3. Talk to Your Investors – Share updates openly. Trust grows in tough times.

Remember: Investors don't expect magic. They expect maturity

CHAPTER - 3

Fear #2: "What if my strategy stops working?"

It will. At some point, every strategy faces a bad phase.
The real question is — what will you do when that happens?

Smart creators don't panic. They do 3 things:

1. Pause and Analyze – Was it market change or strategy flaw?
2. Version Control – Keep older versions, roll back if needed.
3. Talk to Your Investors – Share updates openly. Trust grows in tough times.

Remember: Investors don't expect magic. They expect maturity

Fear #3: "I'm not a coder... am I at a disadvantage?"

Nope.

This is 2025, not 2012. You don't need Python or C++ to build algo systems anymore.

You need:

- A logical brain
- A backtest plan
- A simple platform (Tradetron, AlgoTest, etc.)

Let the tech take care of code. You focus on ideas.

Fear #4: "I'm alone in this... nobody around me understands algos."

That's what Ritika, a 32-year-old homemaker from Indore, felt too.

She started learning from YouTube, joined a few Telegram groups, and built her first strategy after attending a webinar.

Today, she's part of 2 algo creator communities — and even mentors new creators!

You're only alone until you find your creator tribe.

CHAPTER - 3

The Creator's Code: What Sets You Apart?

Let's simplify what makes an "Algo Creator" mindset powerful.

🧠 1. Logic First, FOMO Never

You don't chase news. You chase patterns.

You don't ask, "What will happen?" — you ask, "What happens 80% of the time in this setup?"

🔪 2. Build, Test, Refine, Repeat

You're not in the business of perfection. You're in the business of iteration.

Even the best creators launch 4–5 versions before cracking one solid system.

💬 3. You Sell Trust, Not Just Returns

Investors will forget your Sharpe Ratio — but they'll remember if you gave them a call during a bad month and explained things calmly.

⚙️ 4. Think Systems, Not Trades

You're not a candle-watcher. You're building a machine.

A system that runs without you watching every tick.



Mini Ritual: How to Stay in Creator Zone

Start your week by asking:

- What's one improvement I can make in my existing strategy?
- Have I logged my live results properly?
- Did I check for slippages or broker glitches last week?
- Have I posted or shared something useful in the community?

A 10-minute weekly review like this turns hobbyists into pros.

CHAPTER - 3



Let's Recap

Becoming a creator is not about your capital or coding skills — it's about your mindset.

It's about being:

- ✓ Calm under pressure
- ✓ Curious like a scientist
- ✓ Transparent like a leader
- ✓ Consistent like a machine

You're not just trading anymore.

You're building a business — one strategy at a time.

In the next chapter, we'll talk about how to prepare your strategy for scaling — what to do when investor capital starts flowing in, and how to manage it like a pro.

Scaling Your Strategy Business



“One winning strategy is not the goal — it's the starting point.”

The First Time an Investor Says "Bhai, ₹5 lakh laga doon kya?"

That moment feels amazing.

It means your strategy works. It's live. And now someone trusts you enough to put their capital on it.

But here's what most creators don't realize right away...

☞ You don't scale by running the same strategy with more and more capital.

☞ You scale by building a system around your strategy — just like a small fund manager does.

In this chapter, let's talk about how to think big, without getting overwhelmed.

CHAPTER - 4



Step 1: Don't Bet Everything on One Setup

You made a great Nifty intraday breakout strategy. Cool.

Now imagine this: What if Nifty gets into a sideways zone for 3 months?

Will your strategy survive?

Will your investor survive the emotional panic?

That's why we diversify to scale.

Diversification = Risk Management in Disguise

Let's break it down the Indian way 🇮🇳

CHAPTER - 4

What You Do	What It Gives You
Run a different strategy on BankNifty	More edge + non-correlation
Add a positional strategy	Reduces pressure on intraday setups
Use different logic types (Trend + Mean Reversion)	Smoother equity curve
Mix instruments (Equity + Options)	Lower drawdown, better capital use

Example:

Ramesh, a creator on Market Maya, had 2 live straddle strategies. But in volatile months, both went into loss.

So, he added a BTST stock strategy + a momentum long-only filter. Boom – his overall monthly curve got smoother.

Scaling = Mixing different engines in one machine.

CHAPTER - 4

Step 2: Allocate Capital Smartly (Not Emotionally)

You've got 3 good strategies now.

But how do you decide which one gets ₹2 lakh and which gets ₹5 lakh?

Here's a simple approach:

✓ Use Sharpe Ratio + Drawdown

If Strategy A has a Sharpe of 2.1 and max DD of 10%, it deserves more capital than Strategy B with Sharpe 1.2 and 25% DD.

✓ Equal Weighting for Starters

Not sure yet? Start equal. ₹2 lakh to each of your 3 strategies.

Track performance monthly. Rebalance.

✓ Risk Per Trade Logic

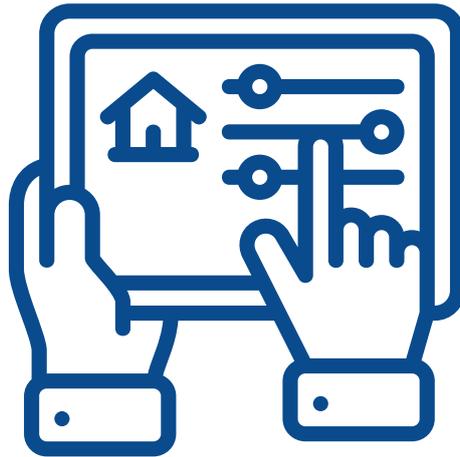
If your positional strategy risks ₹2,000 per trade, keep that in mind while sizing — not just your gut.

✓ Set a Capital Limit per Strategy

Cap it at say ₹10 lakh max per strategy. Once it grows beyond that, duplicate it in another instrument or timeframe.

Treat each strategy like a mini shop — give it budget based on its performance.

CHAPTER - 4



Step 3: Automate or Burn Out 🔥

Manually placing orders on 3 different strategies across 4 instruments is not scaling.

That's chaos.

Use tools like:

- Tradetron: Set up alerts, automation, investor deployment.
- Stoxxo: Execute across brokers like Dhan, RMoney, Zerodha.
- AlgoTest: Paper test + execution bridges.
- Quantower: If you're going semi-manual with broker APIs.

Also add:

- Monitoring Dashboards: Track live P&L, drawdowns, execution errors.
- Telegram/Slack alerts: For trade failures, slippage, strategy down alerts.

Remember: Scaling means delegating to technology.

CHAPTER - 4

Step 4: Build a System for Performance Tracking

Investors hate surprises.
They love clean reporting.

So, as a scaling creator, make it a habit to track:

- Daily & Monthly P&L (per strategy)
- Max drawdown recovery time
- Broker issues & downtime logs
- Monthly summary PDF or Google Sheet (easy to share with investors)

If your strategy business is a factory — reports are like your quality checks.

Step 5: Act Like a Portfolio Manager

This is the mindset shift.

You're no longer "testing a new setup".

You are:

- ✓ Managing capital for others
- ✓ Answerable for risk
- ✓ Leading a product (your strategy)
- ✓ Building trust through results

Start thinking like a fund.

Even if you're solo right now — act like you're running a ₹1 crore portfolio. The systems you build now will save you months of headache later.



Storytime: How Faizan Scaled from ₹50K to ₹15 Lakh

Faizan from Pune started with a ₹50K breakout strategy on Tradetron. It was doing 3–4% monthly consistently.

But he didn't rush to raise funds.

Instead, he:

1. Added a mean-reversion setup on options
2. Automated execution via Stoxxo
3. Created a monthly P&L sheet + Telegram bot
4. Asked 2 friends to test as mock investors
5. After 3 months, raised ₹3 lakh
6. By the end of the year: ₹15.4 lakh under management

All this without quitting his job. Why? Because he built systems, not just setups.

CHAPTER - 4

Final Word: Scaling is a Game of Systems

If you want to grow from “creator” to “algo entrepreneur,” here’s what to focus on:

- 🔧 Build multiple uncorrelated strategies
- 📊 Track performance like a fund
- ⚙️ Automate as much as possible
- 📦 Prepare for investors from Day 1

Don't aim to be the best trader. Aim to be the most reliable creator.

In the next chapter, we'll dive deep into how to attract the right investors and what they're really looking for when they decide to trust you.



Attracting the Right Investors

“Your strategy is your product. Now let’s find customers who believe in it.”



So, Your Algo is Working. Now What?

You've built something solid.
It's live.
Returns are consistent.
Drawdown is under control.

But investors?
Still waiting.

This chapter is all about how to attract people who want to invest in your algo strategy — even if you're not famous or don't have a fancy CFA degree.

CHAPTER - 5



First, Who Are These "Algo Investors"?

Let's break it down simply. In India, the 3 most common investor types are:

1. Salaried People (30–45 yrs)

Busy working professionals who want better returns than FDs or mutual funds but don't have time to trade. They love automation + peace of mind.

2. Small Business Owners

They're risk-takers. Often already investing in stocks or options. Now curious about passive income through algos.

They respect results more than theory.

3. HNIs (High Net-Worth Individuals)

This includes doctors, consultants, CA firms, retired investors, etc. They already have wealth — now looking to diversify with algo strategies.

They want clarity, professionalism, and trust.

CHAPTER - 5



Investors Don't Buy Your Strategy. They Buy Your Story.

Yes, numbers matter.

But don't underestimate the power of storytelling.

Imagine this:

You're pitching to a friend's uncle who has ₹10 lakh idle.

If you just say —

"It's a short straddle on BankNifty with 1.2 Sharpe and 15% max drawdown."

He'll nod. But he won't act.

Now try this:

"Uncle, I've built a strategy that gives 1–2% monthly, with very low risk. It's like a system that follows a routine — no emotions, no panic. You can track it live. And I've already tested it for 8 months without a single big loss."

Boom. That's what sticks.

CHAPTER - 5

Tell a Story With Numbers (Not Just Excel Sheets)

When you show performance, try this:

What Most Creators Do	What Winning Creators Do
Share 1 backtest chart	Share 1 backtest + 3 live months
Talk only about CAGR	Explain drawdown, recovery time, and risk too
Send a dry PDF	Send a clean, simple pitch deck with visuals

What Goes Inside a Winning Pitch Deck?

Don't overthink it. Your pitch deck (even a 5-slide Google Doc or PDF) should answer these:

1. What is the strategy?

Simple explanation — "Intraday options strategy that works on Nifty 5-minute candles".

2. How much capital is needed?

Min ₹50K or ₹2L or whatever you suggest.

3. How much return & risk?

Show monthly ROI, max drawdown, Sharpe. Visuals help a lot here.

4. How can investors join?

Tradetron link? Market Maya? Broker API? Spell it out.

5. Your background and vision

Why did you build it? What's your long-term goal?

The pitch is not just about "what the strategy does" — it's about why they should trust you.

CHAPTER - 5



How Karan Attracted 10 Investors in 4 Months

Karan from Mumbai had a solid breakout strategy. 2.1 Sharpe. Less than 10% drawdown.

But no investors.

Then he created a one-pager PDF with:

- Monthly P&L chart
- Simple logic explanation
- Capital needed
- How to track live performance
- WhatsApp for updates

He sent it to 10 people in his office group.

4 came in.

They told 2 more each.

Soon, he had ₹8.7 lakh deployed. All from just word of mouth.

You don't need ads or LinkedIn fame. You need clarity and consistency.

Where Do You Find Investors?

Here are some easy, desi ways:

✓ Friends & Family Network

Your first 2–3 investors usually come from your own circle.

Treat them professionally. Give them dashboards or WhatsApp updates. They'll refer others.

✓ Traders' Communities

Telegram groups, Discord channels, Twitter spaces. Engage, don't spam. Offer value — insights, learnings, screenshots. People will notice.

✓ Webinars / Workshops

Run a Zoom session explaining your approach. 20 people attend? 2 convert? Perfect.

✓ Platforms like Tradetron, Market Maya

Use their marketplace and profile feature. Update regularly. Highlight live performance and testimonials.

What Do Investors Want From You?

Not perfection.

They want:

- ✓ Predictability
- ✓ Transparency
- ✓ Timely communication
- ✓ Real-time visibility
- ✓ Professionalism

Even if you're small, act like you're managing ₹1 crore. Because someday, you will.

Bonus Tip: Build Trust Before You Ask for Capital

Offer to paper trade or show demo reports for 1 month.
Let them watch from the sidelines.

This builds confidence without pressure.
Once they see performance, they'll ask:
"Can I invest now?"

And when they say it, conversion is 100x easier.



Final Word: Become a Magnet, Not a Salesman

Don't chase investors.
Attract them by being:

- Confident, not arrogant
- Transparent, not pushy
- Helpful, not secretive

Your goal isn't to sell a product.
Your goal is to become the trusted creator people want to invest with.

In the next chapter, we'll talk about how to onboard and retain your investors — so they don't just join you, but stay with you for the long term.

Retaining Investors

“Getting an investor is just step one. Keeping them is the real game.”



Picture This...

You pitched your strategy to someone — they're impressed.

They say, “Bhai, chalu karo. ₹5 lakh invest karna hai.”
Now what?

How do you take them from “interested” to “invested”...
without endless back-and-forth on WhatsApp, awkward
screenshots, or payment confusion?

Welcome to the world of smooth onboarding — and more
importantly — keeping investors happy even when the
markets aren't.

The Investor Journey: From Stranger to Supporter

Here's what a typical Indian algo investor's journey looks like:

1. Curiosity – They hear about you, maybe through a group or friend.
2. Exploration – They check your strategy, ask questions like: "What returns? What drawdown?"
3. Trust Building – They paper-watch you or test with small capital.
4. Commitment – They go live with real money.
5. Retention – You keep them informed, calm, and satisfied.

Most creators lose investors between stage 3 and 5 – either due to poor onboarding or silence during bad months.

Let's fix that.

Step 1: Make Onboarding Super Easy

Think like a Zomato order – simple, smooth, no confusion.

✓ Create a Welcome Guide

A simple Google Doc or WhatsApp PDF that explains:

- What the strategy is (in 2 lines)
- Minimum capital required
- Broker required (e.g., Dhan, RMoney, Zerodha)
- Platform used (e.g., Tradetron, Market Maya)
- How they'll see live trades or reports
- Expected returns and risk
- Profit-sharing or fees (transparently)

Don't assume anything – spell out each step. It makes you look professional and reduces hand-holding.

✓ Use Ready Platforms (Let Tech Do the Work)

Most algo creators use:

- Tradetron → One-click investor onboarding
- Market Maya → Built-in deployment + capital tracking
- Stoxxo → Auto execution via broker APIs
- AlgoTest → Paper-trade + deploy live

These tools handle execution, risk limits, and real-time visibility.

You don't need to build anything custom.

What is a risk/reward ratio?

Step 2: Set Clear Expectations Early

Before you take a single rupee, tell them:

- Returns will fluctuate
- Drawdowns are normal
- Strategy has good and bad months
- Live trades can sometimes fail due to broker tech issues
- They can exit anytime (if that's true)

Be brutally honest. If your investor joins you thinking it's a magic ATM — they'll quit the moment there's a 1% dip.

When you tell the truth upfront, people stay longer — because they're mentally prepared.

Step 3: Give Them Something to See

Most Indian investors don't understand P&L percentages. They understand "last month mera ₹5 lakh se ₹5.15 lakh bana kya?"

So show them:

- Monthly summaries on WhatsApp or email
- PDF reports or Google Sheets with live returns
- A personal dashboard (many platforms provide this)
- Telegram updates for trade triggers or exit logic

Even a simple message like:

"Hi Rakesh bhai — July performance: +2.4% net of fees. Strategy working well. No major changes needed."

This builds MASSIVE trust.

Storytime: How Arjun Kept His First 3 Investors for 12 Months Straight

Arjun, a creator from Delhi, had a scalping strategy on BankNifty. He onboarded 3 investors in his first month. Here's what he did:

1. Gave each investor a short video explaining how the strategy works
2. Sent a weekly WhatsApp update
3. When a drawdown hit, he didn't hide — he explained why
4. After 6 months, all 3 added more capital

Today, he has ₹22 lakh AUM — with zero investor dropouts. Because he built confidence, not just returns.

Step 4: Handle the Emotional Side of Drawdowns

Bad months will come. That's guaranteed.

What's not guaranteed is how your investor feels about it.

Here's how you can manage it:

✓ Acknowledge It

Don't go silent. Silence is scary.

Say, "Yes, we had a -3% month. It's within expected range. Drawdown recovery is built into the logic."

✓ Show Historical Recovery

If you've backtested well, show how similar drops recovered.

E.g., "Last similar drop was in Feb 2023. Strategy recovered in 21 days."

✓ Reassure With Logic

"Market was unusually volatile due to RBI event. The strategy logic stayed intact. We didn't break rules. That's a win."

You don't need to justify losses. You need to explain them with calm and control.

Step 5: Build Long-Term Stickiness

Want your investors to stay 12 months+?

Try this:

● Personalize Updates

Use their name. Track their capital.

E.g., "Hi Meena ji, your ₹3 lakh is now at ₹3.18 lakh. Great month!"

● Offer Calls During Big Events

If there's a major market move, offer a quick call. 5 mins of explanation = 5 years of loyalty.

● Celebrate Wins

"Highest month ever: +3.5% net. Proud to have you on board!"

● Ask for Feedback

"Anything you want me to improve?"

This shows you care.

Step 6: Don't Let Tech Become a Black Hole

Even if you use automated platforms, don't forget the human touch.

A quick voice note or thank-you message does wonders.

You're not just running an algo. You're running a relationship.

Your investor must feel they're not "plugging into a bot," they're partnering with a trusted creator.

Checklist: Smooth Onboarding System

Here's a quick cheat sheet you can copy:

- ✓ Welcome Doc (with all details)
- ✓ 2-minute pitch video or PDF
- ✓ Live strategy deployment link
- ✓ WhatsApp channel or group
- ✓ Monthly performance reports
- ✓ Backup plan for tech errors
- ✓ Exit process (how to withdraw capital if needed)
- ✓ Regular communication rhythm (weekly or monthly)

Final Word: Retention is a Superpower

Getting new investors is hard.

Keeping them is cheaper, easier, and way more powerful.

Focus on:

- Clear onboarding
- Simple reporting
- Emotion management
- Personal connection
- Transparency during tough times

Do this well and investors won't just stay — they'll bring their friends, family, and bigger cheques next time.

Expanding Your Ecosystem

“When you collaborate, you multiply.”

Real Talk:

You've built a great strategy.

You've got a few investors.

You even post regularly and host webinars.

But growth feels slow.

Want to know a shortcut?

Partner with people who already have your ideal audience.

Yup. Instead of doing everything alone — tap into others' reach, trust, and networks.

This chapter shows you how to do that smartly — the Indian way.



CHAPTER-7

🎯 Step 1: Build a Simple Affiliate Program

What if someone else could promote your strategy, and you pay them **only when they bring real capital?**

That's the magic of affiliate or referral programs.

Here's how it works:

- You offer a share (say, 20%) of profits or fees you earn from any investor they refer.
- You give them a unique link or code.
- They share your pitch with their network.
- If someone invests, they get a cut. Win-win.

You don't pay for leads. You pay for results.

Who can become your affiliate?

- A trader with a Telegram channel
- A financial influencer on Instagram
- A friend who's connected to HNIs
- Even your satisfied investors!

Tools to track?

If you're using Tradetron, it already has a referral system built-in.

You can also use:

- Google Sheets (for early stage)
- Bitly or Notion (to track link clicks manually)
- A CRM or Telegram bot (as you grow)

CHAPTER-7

Step 2: Collaborate with Influencers and Educators

There are 1000s of small creators in finance today — from YouTubers to finfluencers on Instagram.

They may not have 1M followers... but even 5,000 engaged followers can be gold.

Reach out to:

- Option sellers with audiences
- Algo learners creating content
- Trading educators or academy owners
- Finance meme pages that post about markets

What to say?

“Hey, I’ve built a live algo strategy that’s giving consistent results. I’d love to collaborate — maybe do a short video, co-host a webinar, or give your audience early access. Happy to share profits or offer them a discount.”

Most of them are open — as long as your product is real and valuable.

Step 3: Team Up With Educators and Coaches

There are many algo trading educators who:

- Teach no-code platforms
- Run workshops on Tradetron, AlgoTest, or Market Maya
- Train people on option strategies

They’re great partners. Why?

Because they teach students... and your strategy can be the “next step” for those students to deploy capital.

CHAPTER-7

How to pitch?

"Hey, I noticed your course is amazing. Would you like to bundle my live strategies as a bonus offer or add-on? I'll give your students special pricing or help them go live."

You both win — you get visibility + investors, and they add value to their program.

Step 4: Talk to Brokers (They Want You!)

Platforms like Dhan, RMoney, Upstox, or Fyers are actively promoting algo adoption.

They have 3 goals:

- Get more active traders
- Increase order volume
- Reduce churn

You can help with all three.

What you can offer them:

- Your strategy as a value-added service
- Webinars on "How to use algos on [broker]"
- Case studies of success with their broker API
- A ready referral plan (e.g. "I'll refer 20 traders this month if you promote my algo offering.")

Don't ask for sponsorships. Offer value first. Ask for distribution — not money.

CHAPTER-7

Step 5: Leverage Trading Communities

Everywhere you look — there are trader hangouts:

- Telegram groups
- WhatsApp investor clubs
- Discord servers
- Twitter spaces

Join them. Contribute with value. Don't pitch.

Once they see your performance, consistency, and clarity — they'll ask you how they can join your strategy.

Also, you can offer:

"Hey, if anyone from this group joins, I'll share 10% profit or a ₹500 reward per investor."

This kind of peer-powered growth can bring 100s of leads without running a single ad.

Real Story: How Shubham Went from 3 Clients to 35 in 4 Months

Shubham, an algo creator from Kolkata, had a solid trend-following system.

Here's what he did:

1. Partnered with a YouTuber teaching Tradetron (offered 30% revenue share)
2. Ran 1 free webinar for the influencer's community
3. Gave ₹1,000 flat referral to his old clients for every new investor
4. Messaged 2 brokers and co-hosted a workshop on "Algos on Dhan"

By month 4, he had 35 paying investors and over ₹30 lakh deployed — without running any Facebook or Google ads.

CHAPTER-7

Final Tips: Build an Ecosystem, Not Just a Strategy

- ✓ Offer value before asking for help
- ✓ Track commissions and reward promptly
- ✓ Celebrate your collaborators publicly
- ✓ Document results — share screenshots, testimonials, referrals

You grow faster when others have a reason to grow with you. Remember — this is not about building a fan base.

It's about building an army of promoters, believers, and collaborators who amplify your message.

Wrapping Up: Your Journey from Creator → Brand → Ecosystem

Let's recap what you've built so far:

- ◆ A strategy that works
- ◆ A system to scale it
- ◆ A process to onboard and retain investors
- ◆ A voice that builds trust
- ◆ A network that brings more clients

From here, your next step isn't to hustle harder — it's to build smarter.

Your strategy may run on code.

But your growth? That runs on trust, partnerships, and consistency.

Become a Thought Leader

“In the world of algos, trust is built before money flows.”



Quick Question:

Ever seen someone on Instagram or YouTube saying:

“I just made ₹1.4 lakh using an algo system I built myself.”

...and hundreds of comments follow asking:

- “Which strategy, bro?”
- “Where can I learn this?”
- “Can I invest in it?”

That's not just random luck. That's positioning.
You don't need to be viral or famous.

You just need to show your work + wisdom to the right people – consistently.

That's what thought leadership is about.

Let's Break It Down: 4 Simple Ways to Build Your Visibility

1. Start Sharing on Instagram (Or YouTube Shorts, or LinkedIn)

No, you don't need to dance.

You just need to show that you know what you're doing — in a friendly, educational way.

Content Ideas (for Algo Creators)

- "3 mistakes most people make in intraday option strategies"
- "What is drawdown and why investors panic?"
- "How I built a strategy that runs without me checking charts"

"FD vs Mutual Fund vs Algo Strategy – which gives better returns?"

Use Canva to create carousels. Use your voice. Keep it real. People will follow.

In the algo world, the person who educates wins the trust — and the capital.

2. Host Small Webinars (20–30 People is Enough)

Don't aim for 500 people.
Start with 10–15 curious folks.

Teach them what makes a strategy work.
Break myths. Share real trades. Show your equity curve.

BONUS CHAPTER

What to cover in your first webinar:

- Why manual trading fails
- What makes a strategy investable
- Live demo of your platform (e.g. Tradetron or AlgoTest)
- Q&A — let them ask anything
- Call-to-action: “Want to invest or learn more? DM me.”

A good webinar positions you as the expert — not just a trader, but a strategy builder with ethics.

3. Build a Community (Even a WhatsApp Group is Enough)

Don't wait for a huge Telegram channel. Start small.

Invite people who:

- Follow your content
- Attend your sessions
- Ask you questions in comments

Keep the group active by sharing:

- ✓ Monthly performance
- ✓ Strategy updates
- ✓ Educational tips
- ✓ Wins + losses (with lessons)

When you build community, your retention multiplies — because people feel emotionally involved.

BONUS CHAPTER

4. 📧 Email or Newsletter (Start With Just 50 People)

Collect emails via:

- Google Forms
- Free course opt-ins
- Webinar registrations
- DM on Instagram

Then send 1 short email per week, like:

- Market update + strategy reaction
- "What I learned from last month's drawdown"
- "New strategy live on Market Maya – details inside"
- My honest thoughts on algo scams and what to avoid"

This keeps your audience warm. So when you launch a new product, strategy, or fund — people are ready.

Storytime: How Jatin Became a Go-To Creator Without Ads

Jatin, a 34-year-old algo builder from Hyderabad, started posting 2-minute reels on YouTube:

- Basic strategy breakdowns
- What is Sharpe ratio
- Mistakes he made while building his first algo

In 3 months, he had:

- ✓ 800 subscribers
- ✓ 70 webinar signups
- ✓ 3 paying investors from DMs
- ✓ ₹6 lakh deployed via Tradetron

All without a single rupee in advertising.

He built visibility. That built trust. Trust brought capital.

BONUS CHAPTER

Pro Tips for Building a Thought Leadership Brand:

- ✓ **Be consistent** – 1 post per week is better than 10 one week and silence after
- ✓ **Be real** – Don't fake profits or hype up your strategy
- ✓ **Use screenshots carefully** – Show live platform dashboards, not just edited MTM
- ✓ **Share learnings from failures** – That's what real leaders do
- ✓ **Be approachable** – Answer DMs, comment back, help someone freely

People invest in people. Not in spreadsheets.

Build a Name, Not Just a Strategy

Yes, the product (your algo) matters.

But what people remember is the experience — how you made them feel informed, confident, respected.

That's what makes them say:
"I want to invest with this person."

So share your voice.
Teach what you know.
Show what you're building.
Tell your truth — even the messy parts.

And slowly, you become the go-to algo creator people trust with their capital.

BONUS CHAPTER

Final Word: Visibility + Trust = Scale

You've built a winning strategy.
Now it's time to build your visibility.

Use:

- Instagram for reach
- Webinars for conversion
- Communities for retention
- Newsletters for trust

Don't worry about being perfect.
Just be real and consistent.



ACKNOWLEDGMENT

I am grateful to my family for their unwavering support. Thanks to my friends and colleagues for their encouragement and feedback. Special thanks to my team for helping me to bring this book to life. Lastly, thank you to the experts whose insights enriched this work

Thank You for Reading.



I hope *Strategy to Scale: **The A.C.E Framework for Algo Creators*** has provided you with clarity and direction on navigating the Algo Creator ecosystem.

But if there are still questions on your mind, or if you're seeking personalized guidance to apply these principles to your own journey.

I'd be happy to connect.

Book a **complimentary 45-minute session** with me using the link below:

👉 <https://topmate.io/rajkumarr>

Let's work together to turn your ideas into scalable, successful realities.

Copyright Page: © 2025 Raj Kumar. All rights reserved.

No part of this book may be reproduced, stored, or transmitted without the author's permission.

Disclaimer:

This book is for educational purposes only and does not constitute investment or financial advice. All trading involves risk. Past performance is not indicative of future results.