

**FXSTREET.COM**  
The forex market

# FXSTREET.COM & THE FOREIGN EXCHANGE MARKET

1. **The Forex Market**
  - What is it?
  - Main Players
  
2. FXstreet.com
  - What is it?
  - Business Model
  - Key competitive assets
  
3. India & CDTI
  - Why India?
  - Why I-Knowindices?
  - Why CDTI?
  - CDTI's Benefits

## THE FOREX MARKET – WHAT IS IT?

The Foreign Exchange market, also referred to as the "Forex" or "FX" market

The foreign exchange market is unique because of:

- its **trading volume**  
largest financial market in the world, with a daily average turnover of US\$1.9 trillion — 30 times larger than the combined volume of all U.S. equity markets
- the extreme **liquidity** of the market
  - For Speculators (95%)
  - **85%** of all daily transactions involve trading of the Majors, which include USD, JPY, EUR, GBP, CHF, CAD and AUD.
- the large number of, and variety of, traders in the market
- its geographical dispersion
- its long trading hours - **24 hours a day** (except on weekends)  
Sydney, Tokyo, London, and New York
- the **variety of factors** that affect exchange rates (no inside information)

## FOREX MARKET – MAIN PLAYERS

### **Market Participants**

Unlike a stock market, where all participants have access to the same prices, the forex market is divided into levels of access:

- Banks (the interbank market)
- Commercial companies
- Central banks
- Investment management firms & Hedge Funds
- **Retail forex brokers**  
According to CNN, retail volume would be around \$25-50 billion daily (2%).

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## FXSTREET.COM – WHAT IS IT?

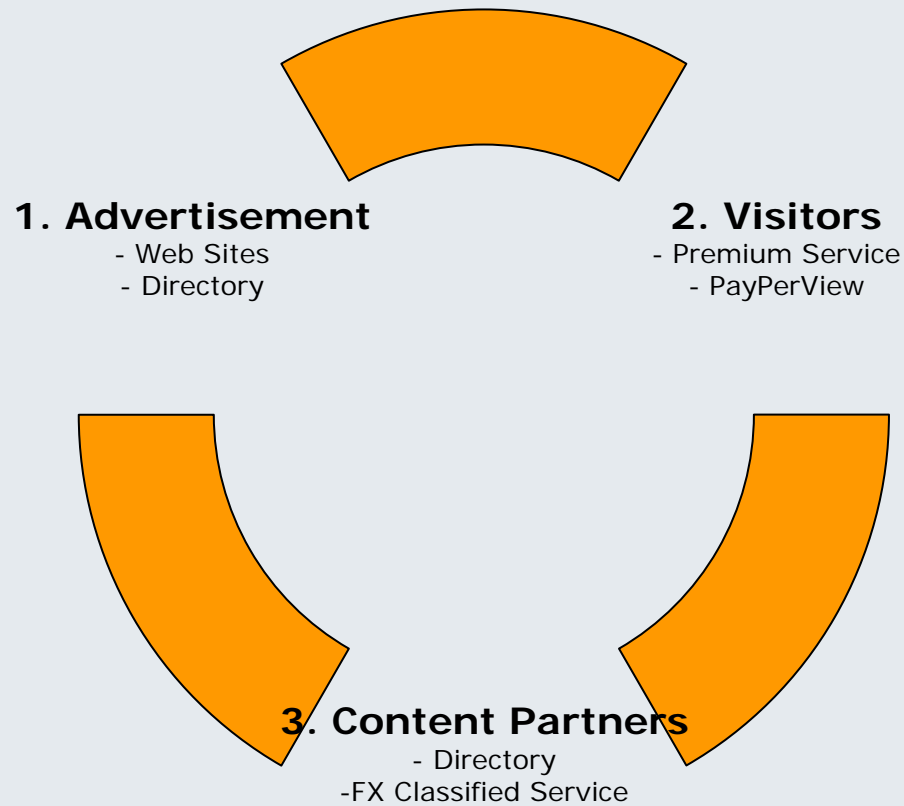
FXstreet.com is a vertical Foreign Exchange Portal

- Unique Visitors April 2007: 550.000
- Page Views: 6.000.000

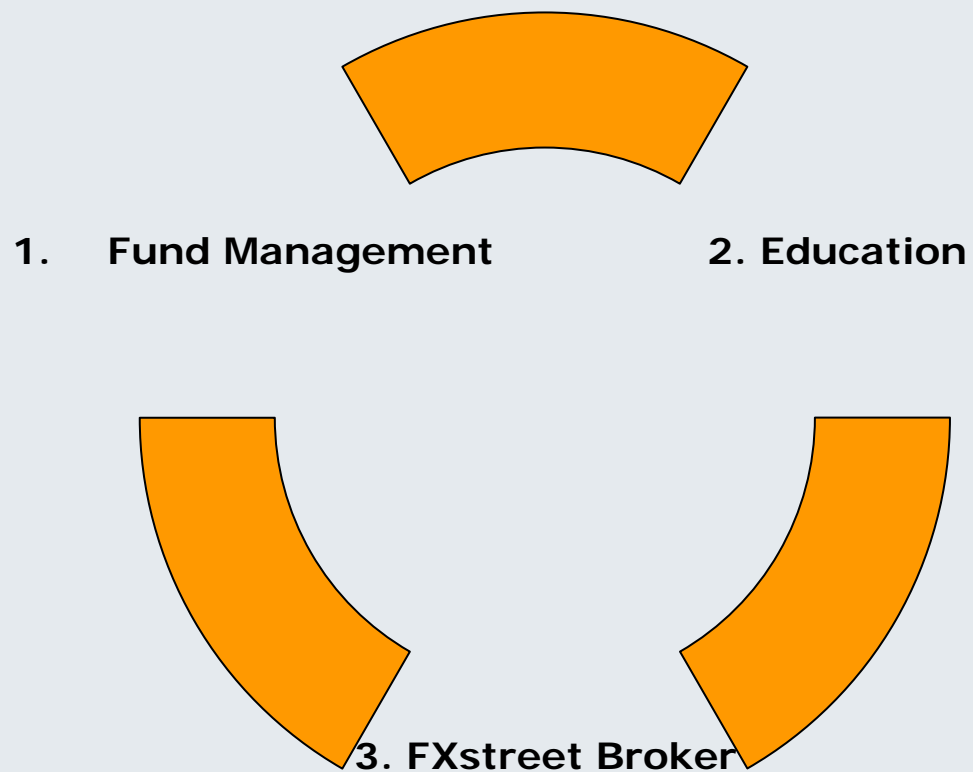
FXstreet.com offers:

- [Real-time exchange rates](#)
- Currency converter and historical tables
- [Forex news](#)
- Forex trading software
- Real-time charts
- Market reports and trading strategies
- Weekly, Forex Informer, Preview (EU & USA) and Daily FX Newsletters
- [Open Market Webinars](#),
- Forex Forum and Forex Chat Room
- [Economic Calendar](#)
- [Forex brokerage firms](#)
- Signals Tracker
- Premium Service
- Forex Directory (<http://directory.fxstreet.com>)
- Futures website (<http://futures.fxstreet.com>)
- MAP (Managed Account Program)

## FXSTREET.COM – BUSINESS MODEL (Direct Income)



## FXSTREET.COM – BUSINESS MODEL (Indirect Income)



## FXSTREET.COM – KEY COMPETITIVE ASSETS

- 1. INDUSTRY'S INVOLVEMENT IN THE SITE**  
Top quality of content/top content providers/wide range of content providers from all over the world (US, UK, Germany, France, India, Australia,...)
- 2. TOP POSITIONING IN SEARCH ENGINES (Google, Yahoo,... MSN, AOL)**
- 3. WORD OF MOUTH**
4. Fast web site & easy to navigate (Intuitive navigation)
5. Partnering with high traffic sites (general and industry's top sites)
6. [Sponsoring FX conventions, workshops, and events](#)
7. Media Partner Magazines: Profit and Loss, Your Trading Edge, Stock and Commodities ...

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## FXSTREET.COM – WHY INDIA?

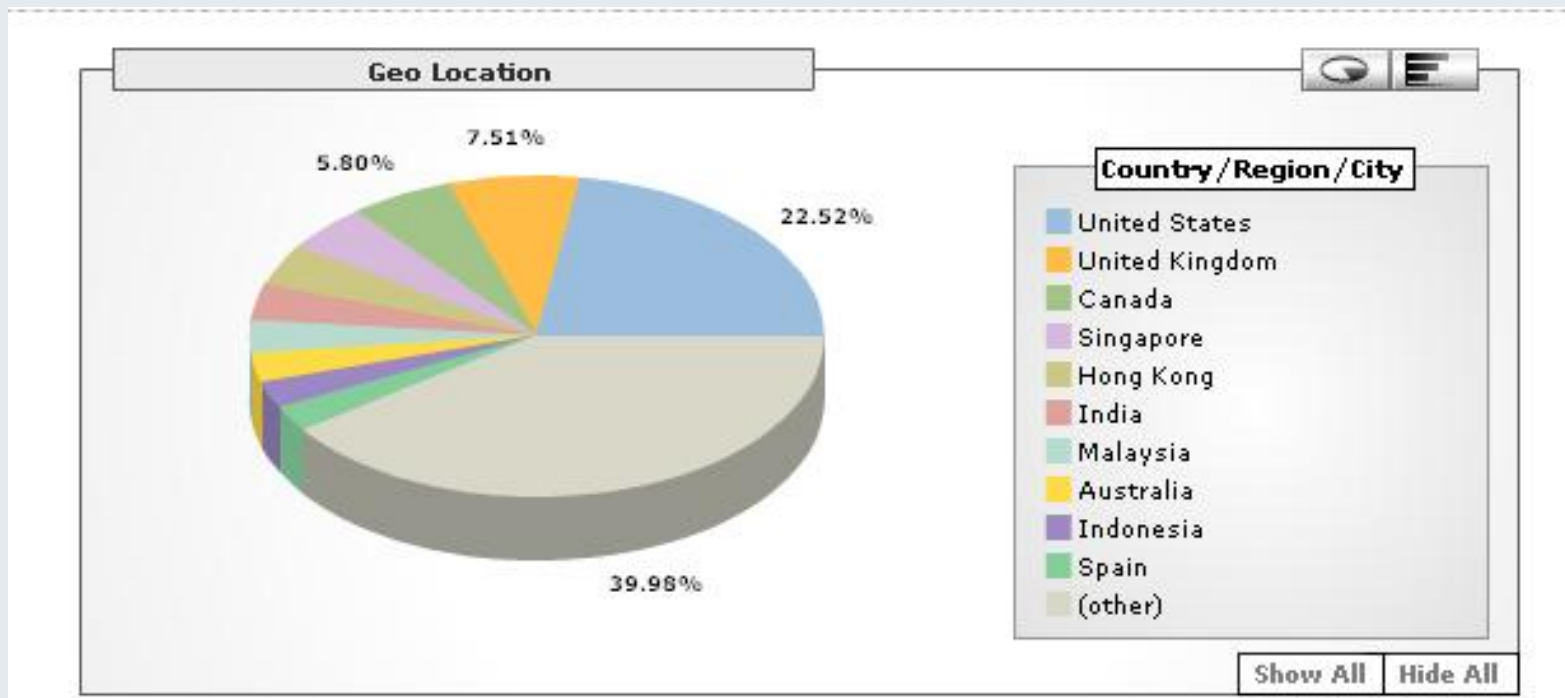
### Why India?

Why not? We work with firms from all over the world.

India is a raising center of FX market activity:

Sell Side (software companies, advisory firms, signals providers)

Bull Side (private and institutional FX traders)



## FXSTREET.COM – WHY I-KNOWINDICES?

### Why I-Knowindices?

1. No alternative possible in Spain
2. FXstreet's content partner since 2000
3. Great knowledge of the FX market. Since 2000, i-knowindices provides forex trading solutions for bank treasuries, financial institutions, funds, high net worth Individuals, brokers and individual traders  
..... **STRONG KNOWLEDGE OF THE SELL SIDE**
4. Mr. Sivaraman is a well-known trader with over 15 years of experience.....  
**STRONG KNOWLEDGE OF THE BUY SIDE**
5. Experience in developing Predictive Models: **X-Factor**

## FXSTREET.COM – WHY CDTI?

Through **ISI (India & Spain Innovating) Program** offered by CDTI and TDB, FXstreet.com presented the project: **FXINTERACTIVE**

What is FXInteractive?

1. To implement Web 2.0 in a Financial Portal  
Unidirectional Financial Portal-----> Bidirectional Financial Portal
2. To develop a FX Classified Service
3. To develop a reliable Prediction Model (Signals Service)

## FXSTREET.COM –CDTI'S BENEFITS?

### 1. Finance Aid

As a small company R&D projects risks must be lowered to maximize resources and company's future

### 2. CDTI's involvement in the project

They want to know the company, the entrepreneur, the project and follow up

At this early stage of the FXInteractive project, FXstreet.com & CDTI's relationship can be described as close and very positive relationship