Investors always search for new ways to maximize their profits. There is no lack of educational tools and educational content for these investors. However, there is a real challenge in turning this knowledge into a machine that can automatically execute that knowledge in the real world.

California-based Trade Ideas LLC understood this challenge and overcame it by infusing Artificial Intelligence with its trading software. By doing so, the firm has created a rock-solid smart engine capable of handling trading data and analysis in real-time.

Besides managing and analyzing data, the engine also generates actionable insights empowering investors to make data-driven decisions. It is immensely influential as it evolves with the market needs and provides investors an interactive system to learn and practice trading via a simulated virtual trading system.

With this pioneered technology, Trade Ideas, since its inception in 2003, has been serving investors, traders, and market professionals in over 65 countries.

AN ERUDITE LEADER

Backed by over 15 years of professional trading and financial technology experience, Dan Mirkin leads Trade Ideas as its Senior Managing Partner and CEO. He is the driving force behind the customer-facing product development aspects and focuses on helping individuals and professional investors to capture data-driven decisions more quickly.

Prior to forming Trade Ideas, Dan was the CEO of FutureTrade Technologies, a venture-backed institutional trading platform that Interactive Brokerage acquired back in 2007. Dan received his BA in Accounting from the University of Texas at Austin in 1994 and studied Finance at the London School of Economics.

When asked how Dan was able to penetrate or disrupt the market, he simply stated that you don’t need disruption to be tactically efficient. As a dynamic leader, Dan advises focusing on the correct execution of the business strategy. For Trade Ideas, he concentrates on learning and implementing new things with an unmatched efficiency in the industry.

As the CEO, Dan also makes sure to bring out the best in his team to build the Trade Ideas technology. He also emphasizes that a great leader must have a relationship with his team beyond simply being a CEO or some prominent executive. According to him, this relationship helps foster innovation that makes a business dominate an industry.

UNDERSTANDING THE CRUX OF THE INDUSTRY

The foundational bricks of Trade Ideas are built on learning that empathizes growing a business organically, without raising any capital. Before Trade Ideas, the company’s founders, David Aferiat, Philip Smolen, and Dan Mirkin, were all coming off a prominent Venture Capitalist backed venture. Therein, the primary goal was to raise vast amounts of money for the business. Eventually, the founders of the company were kicked out. The company continued to lose money and diluted the shareholders’ value and was ultimately purchased by Interactive Brokers.

The vital lesson Dan and Co. learned from the incident was that a business could stand on its own without raising money. This prompted the three individuals to
finalize a simple yet effective plan -
Make a profitable business,
continue to grow that business
slowly, and develop a technological
advantage.

When Trade Ideas took its baby
steps in the industry, it had no idea
generation product that separated
it from other Brokerage Platforms.
Consequently, it collaborated with
some brokerages to commence its
journey. However, the company
soon realized that these brokerages
did not want their customers to
trade. Instead, the brokerage would
prefer the customer custody their
accounts with affiliated money
managers who collect fees to
manage the money. Brokers made
money on the credit balances and
payment for order low to
companies.

The founders realized that there
was no neutral party motivated to
help the investor manage their own
money. Hence, the company became
the intermediate party and distilled
the fundamental essence of
investing to individuals. Since then,
Trade Ideas has secured a robust
place in the industry and has been
leading it for 18 years.

At present, Trade Ideas has spread
its unyielding roots in the trading
market by delivering daily trading
strategies in individual stocks via
artificial intelligence. As a result,
the company has continued to
cement its spot among the Inc 5000
list of fastest-growing privately held
companies for the 5th year in a row.

THE SECRET MANTRA OF
SUCCESS
According to Dan, the secret of the
company’s success is the server-
side technology that provides real-
time decision support and risk
management to the investors.

Entirely built from scratch, the
technology takes on real-time data
collection, storage, computation,
communication, and relay
technology.

Besides server-side technology, the
cloud-based real-time
computational data engine is the
elephant in the room that sees
every trade and allows investors to
gain actionable insights. The AI in
the software looks at everything:
long, short, cheap, and expensive,
fundamental, social, technical data,
everything volume-driven, much
more entities, to identify trading
probabilities to help beat the
market. Through the engine and
provided insights, investors take
advantage of real-time statistics to
make the right decision or draw
upon the risk management
suggestions. Continuous analysis
and reanalysis alongside testing
and re-testing have helped the firm
to become an unmatched force in
the industry.

The AI-powered solution also
empowers its users to learn the
magic of trading without investing
any principal. It offers a
comprehensive real-time simulated
trading environment that prepares
them to engage with the market
and manage their profits and losses.

Once investors feel confident, they
can take their learning takeaways
and apply them in the real world.
They can go live and connect
directly with online brokerages
such as Interactive Brokerage, TD
Ameritrade, Etrade, and Alpaca.

THE TEAM THAT MAKES IT
HAPPEN

Dan tributes all the firm’s success to
his team, which has practically been
the same since its inception.

Working for so many years
demonstrates the teams’ loyalty
and passion for the work and how
they are treated. People that work
at Trade Ideas see that nobody puts
themselves above anyone else. In
essence, the team Trade Ideas is a
big family and without this type of
team, it would be impossible for the
company to succeed like it has done
over the last two decades.

Future Roadmap
Trade Ideas will continue to serve
its clients with its exceptional AI-
powered engine while improving
the technology for the forthcoming
years. Dan will also continue to be
an innovative force that drives the
product moving forward. Under his
leadership, the company is headed
towards tactical, strategic growth
instead of hyper-growth. Dan also
feels quite confident that the firm is
moving forward, having complete
control over its destiny without
outside investors.