collective2
Join the investment revolution

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Fast Facts

Year Founded:	2002
Web Site Launched:	2003
Location:	Rye Brook, NY
Founder and President:	Matthew Klein, former Silicon Valley CEO of Release Software and TechPlanet; published novelist
Number of Employees:	None. Company hires consultants as needed, as many as 15 at a time.
Unique Value Proposition:	Provides individual investors with algorithm-centric, computer-generated trading systems previously available only to professional investment managers
Customer Base:	Individual investors, trading system vendors
Number of Subscribers:	More than 25,000
Number of Trading Systems:	Nearly 8,000

Types of Systems:	Stocks, Options, Foreign Exchange and Futures
Other Services:	AutoTrading, System Finder, Popularity Ranking, Self Created and Named Systems, Trading Grid
Other Web Site Features:	Trading Forum, Welcome Video, Worst Systems, My Analyst Page, Portfolio Maker
Revenues:	Low seven figures annually
Source of Revenues:	System developer fees, a portion of monthly fees paid by system subscribers, fees from brokers to whom automated trades are routed.
Profits:	Yes, but as a privately held company, not disclosed