

The white-label brokerage platform brokers can finally own.

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A complete, self-hosted MT4-replica trading platform — server, web, desktop, mobile, algo, social & prop — licensed to brokers as recurring SaaS.

zigzagtrader.com

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THE PROBLEM

Brokers are trapped on platforms they don't control

The retail FX/CFD industry runs overwhelmingly on MT4/MT5 from a single vendor. That dependency is costly and rented, closed and rigid, and increasingly risky — tightened licensing, app-store removals and account terminations have stranded brokers. Meanwhile CRM, cabinet, prop, copy-trading and funding are stitched together from many vendors.

THE SOLUTION

One ownable, self-hosted, modern platform

ZigZag Trader is a full **MT4-replica brokerage in a box** — the whole stack a broker needs, deployed on infrastructure they control (Docker · Postgres · Redis · Caddy), and licensed as predictable monthly SaaS. Familiar to traders, ownable by the broker, modern and extensible, and multi-tenant so one deployment can host many brokers.

- ✓ **Ownable & self-hosted** — the broker's server, data and brand; independent of MetaQuotes.
- ✓ **Complete** — replaces a stack of separate vendors with one coherent product.
- ✓ **Recurring economics** — monthly platform licence, ARR per tenant, expands with prop & add-ons.

WHY NOW

Three tailwinds converging

MetaQuotes shake-up

Tightened licensing, app-store removals and high per-broker costs push a **long tail of brokers** — in a **~\$2.5–5.6B** retail CFD/FX market where top-5 share is flat despite ~3x volume — toward an independent, ownable alternative.

Prop-firm boom

The prop-firm market reached **~\$850M in 2026** (from ~\$450M in 2021) across **~2,000 firms**, with “prop firm” search interest up **+607% (2020–24)**. A new class of buyer needs challenge storefronts, funded-account management and risk tooling — built in.

Copy & social growth

Rising retail demand for copy, PAMM and social features brokers want native, not bolted on.

THE PRODUCT — ALREADY BUILT & LIVE

A whole brokerage, not just a terminal



Terminals

Browser WebTerminal, one cross-platform desktop (Avalonia — Win/mac/Linux, single codebase) and native mobile (MAUI) — one real-time account.

EA Studio — real debugger

In-browser MQL4 IDE with a genuine step-debugger: conditional breakpoints, step over/into/out, call-stack, watch & array/struct inspection. No white-label rival offers this.

Social & money-mgmt

Copy-trading with leader commissions, PAMM funds, and tournaments with real cash prize pools auto-paid on settlement; prop challenge storefront.

Payments · Cabinet · CRM

Broker-owned USDT on-chain auto-confirm (EVM+Tron) + bank proof; cabinet (KYC, 2FA, SSO), admin, CRM, IB, multi-tenant. 6 languages incl. Georgian.

Market data: industry estimates, 2025–26 — not proprietary data.

BUSINESS MODEL

Recurring platform-licence SaaS — ARR per broker tenant

Each broker is a subscription, billed on **registered** accounts — not active ones — with **no volume or turnover fees**. Tiers are live in the platform; brokers land low and expand as their book, the prop segment and add-ons scale (annual billing saves 17%).

PLAN	MONTHLY	REG. ACCOUNTS	SETUP
Starter	\$690/mo	500	\$990
Growth	\$1,490/mo	2,000	\$1,900
Business MOST POPULAR	\$2,900/mo	10,000	\$2,900
Scale	\$4,900/mo	25,000	\$4,900
Enterprise	\$7,900/mo	50,000	\$9,900
Ultimate	from \$12,000/mo	100,000+	by project

Per-tenant economics + expansion

~\$8.3k–\$144k ARR per broker by tier (Business \$2,900/mo ≈ **\$34.8k ARR**); one-time setup (\$990–\$9,900) and add-ons (prop engine + Partner API \$800/mo, gateways, IB portal, hosting, plugins, SLA) layer on top. Separate **prop-firm segment**: \$1,900–\$7,500/mo billed on active accounts. Priced below the field — Business is **\$2,900/mo for 10,000 registered accounts**, vs Match-Trader **\$2,000–3,500/mo for 1,000 active**, cTrader **\$5 per \$1M volume on a \$5,000/mo minimum**, and year-one **\$30–80k (TradeLocker) / \$150–400k (DXtrade)**. Illustrative: the model's Year-3 ramp of ~150 tenants ≈ **\$5.7M ARR**.

FOR DISCUSSION — FOUNDER TO COMPLETE

Traction · Financials · Team · The ask

TRACTION

MRR · tenants · pilots · logos

3-YR FINANCIALS — ILLUSTRATIVE

Total revenue **Y1 \$1.05M · Y2 \$2.76M · Y3 \$5.91M** (Y3: 114 broker + 37 prop tenants; blended broker ARPA \$3,000/mo, prop \$3,500/mo; NRR 112%; 85% GM). Assumptions — editable, not committed.

TEAM

Michael Sobin — Founder, CEO & CFO, CTO — first hire, Head of GTM — first hire (team today: solo founder; roles funded by this round)

THE ASK — ILLUSTRATIVE

Raising **\$5.0M seed** at ~\$20M pre-money (~20% dilution) for a ~30-mo runway — Sales/GTM 45%, Eng/product 35%, Compliance/ops & G&A 20%. Base plan reaches ~\$5.7M ARR by Y3, with an aggressive upside to ~\$7.9M. Founder to adjust.

Bracketed values are placeholders — not real figures. The financials are an illustrative, assumptions-based scenario computed off the published pricing (editable, not committed). Proof of execution: the full multi-app platform is already built and running.

Next step

We'd welcome a conversation and a live walkthrough of the platform. Contact invest@zigzagtrader.com.

GO-TO-MARKET

Land, expand, and grow through partners

- **Direct to switchers** — brokers leaving MetaQuotes and new formations; a live demo stack proves it fast.
- **Prop-firm wedge** — lead with the challenge storefront into the fastest-growing segment, then upsell the full stack.
- **Partner & IB channel** — introducing brokers, consultants and resellers extend reach.
- **Low-friction onboarding** — self-hosted Docker on one VPS in minutes, or managed multi-tenant hosting.
- **Retention by ownership** — data, brand and integrations on the broker's own infrastructure; switching cost compounds.

COMPETITION

The wedge vs incumbents

A familiar MT4-style experience, but **ownable, independent of MetaQuotes**, and **complete** — and we bill **registered accounts, not active ones, with no volume or turnover fees**, plus **MQL4/EA support and self-hosting**. Algo IDE, social/copy/PAMM, prop, cabinet, CRM, IB and multi-tenant billing are built in, replacing several separate vendors.