



Personal Risk, Analysis, and Asset Management Service

b2b.praa.ms

Presentation for Asset Managers
May 2025

Executive summary

Professional IT solution for tailored AI research, risk management, and portfolio management

180,000+ global stocks, bonds, indices, ETFs, FX, funds, and alternatives

White-label, customisation, and turn-key options via API, web & mobile

Solution: scale up, expand EAM, and enhance analytics, risk and portfolio management

Value: +70% revenue and -40% costs

vs competitors: ultra-fast, 7x cheaper, the best portfolio modelling tool, full investment decision-making cycle, 1 week to integrate

PRAAMS

API, web, and mobile IT solution for
AI research, risk, and asset
management

Professional CFA-level research, risk, and
portfolio methodologies employed by
global institutions

Fully automated data
collection, evaluation, analysis, and
report generation

White-label and API integration

60,000+ stocks
120,000+ bonds
3,000+ ETFs

Key team

Risk management, equity and fixed income research, and IT risk professionals at brokers, asset managers, investment banks, and stock exchanges in EMEA and North America since 2005

Responsible for \$1.5 trillion of assets under risk and 20 million individual clients

1,000+ individual client cases analysed



Rinat Kirdan, CFA

Co-founder, CEO



Kseniia Liagushkina

Co-founder, COO

PRAAMS: Analytics & Risk Management

Instant analytics and risk management

White-label reports on 60,000+ stocks, 120,000+ bonds, 3,000+ ETFs (more coming soon), indices, funds, and alternatives available 24/7 in one click

Personalised trade ideas

Hundreds of trade ideas customised for the client's unique investment preferences & mandate

Pre-trade risk warnings

To enhance regulatory and mandate compliance, both the asset manager and the client receive a comprehensive view of any asset, accompanied by an easy-to-understand explanation

PRAAMS: Portfolio Construction & Optimisation

Portfolio creation from scratch

- ✓ The asset manager can create efficient, customised portfolios for every client from a 180,000+ asset universe across 50+ parameters in less than 10 seconds, choosing from 7+ trillion options
- ✓ The asset manager can also create in-house ETFs and model portfolios, and pay no external fees

Portfolio analysis with personalised monitoring

- ✓ The system can analyse millions of prop and client portfolios, provide detailed reports, and monitor a wide range of customisable alerts
- ✓ Market and asset information is updated daily

Portfolio optimisation

- ✓ The asset manager or the client can initiate automated portfolio optimisation – by single asset, by risk & return factors, or through full-portfolio – including regular rebalancing recommendations
- ✓ It takes just 5 seconds to optimise any portfolio

Benefits and opportunities (1/3)

Lead competition in a changed landscape

- ✓ A unique product offering leads to lower CAC, higher LTV, and growing client base of all sizes,
- ✓ Ability to scale up significantly and serve existing clients at 100x lower costs,
- ✓ Win through new competitive factors such as customisation, global coverage, ultra-fast speed, etc.

Meet rising compliance & regulatory requirements

- ✓ Clients always have 24/7 access to their portfolios, including analysis of the portfolio and each individual asset,
- ✓ The asset manager enjoys an improved reputation with the client, regulators, administrators, auditors, and others

Benefits and opportunities (2/3)

Stronger portfolio performance through lower fees and costs

- ✓ Thousands of new client-tailored trade ideas, unachievable through manual, people-driven operations
- ✓ In-house, no-fee ETFs eliminate external fees and reliance on external providers
- ✓ Hundreds of model or topic-focused portfolios and customised strategies
- ✓ 7+ trillions of portfolio combinations to find your gems and avoid market overcrowding
- ✓ Seconds to model hundreds of portfolio options, supported by instant forecasting and backtesting

Cost-effective

- ✓ Increased profits through lower operating costs and unlimited scaling opportunities
- ✓ Enhanced quality of income and improved valuation multiples for the firm

Benefits and opportunities (3/3)

Technology to augment people

- ✓ The asset manager builds trust and strengthens client relationships by automating routine tasks
- ✓ Affordable for smaller asset managers and family offices, thanks to low initial and ongoing costs
- ✓ Can be white-labelled and customised, integrating within one week

Unlimited External asset management opportunities

- ✓ With ultra-low cost and full automation, you can efficiently serve clients of other asset managers,
- ✓ EAM operations can be profitable, even when managing small portfolios and charging minimal fees

Contacts

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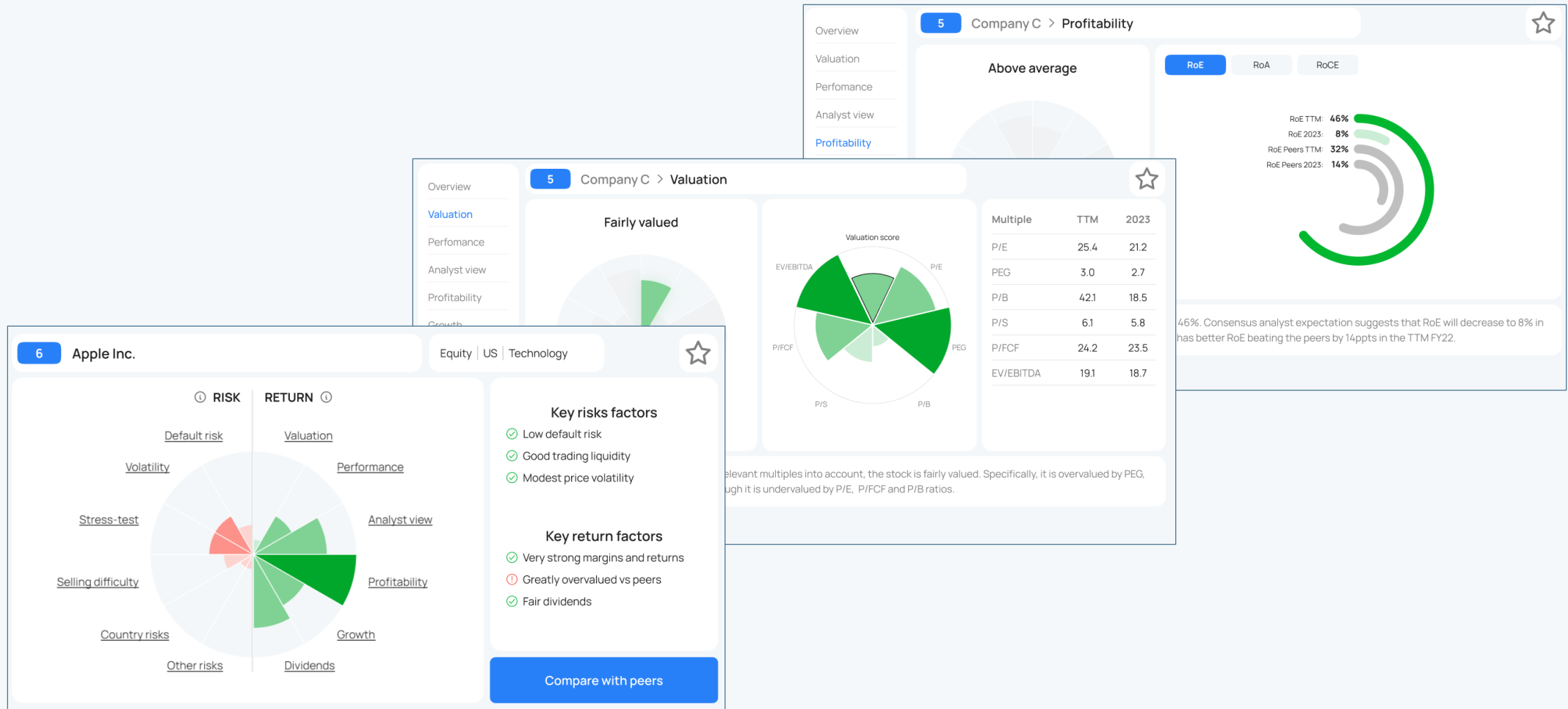
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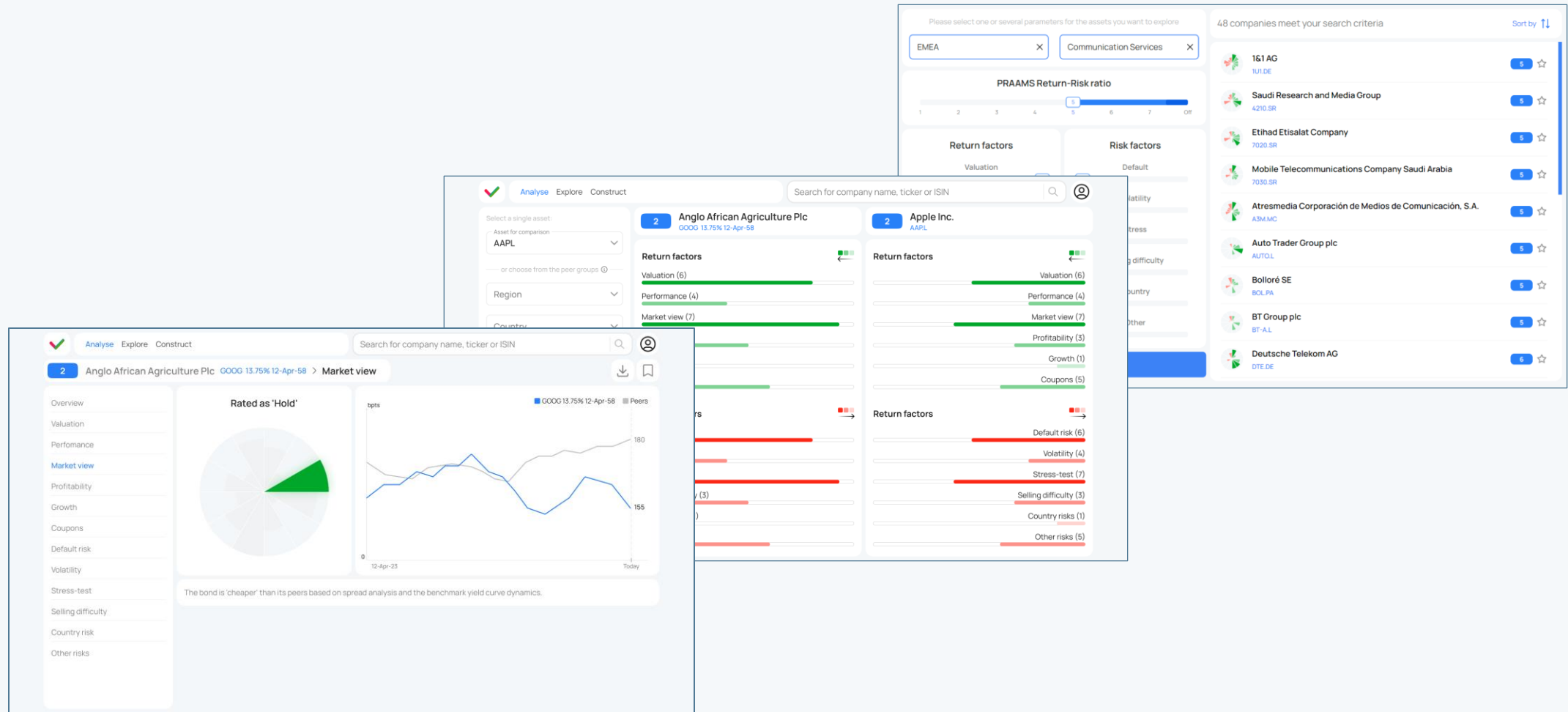
Book a meeting

<https://calendly.com/rinatkirdan>

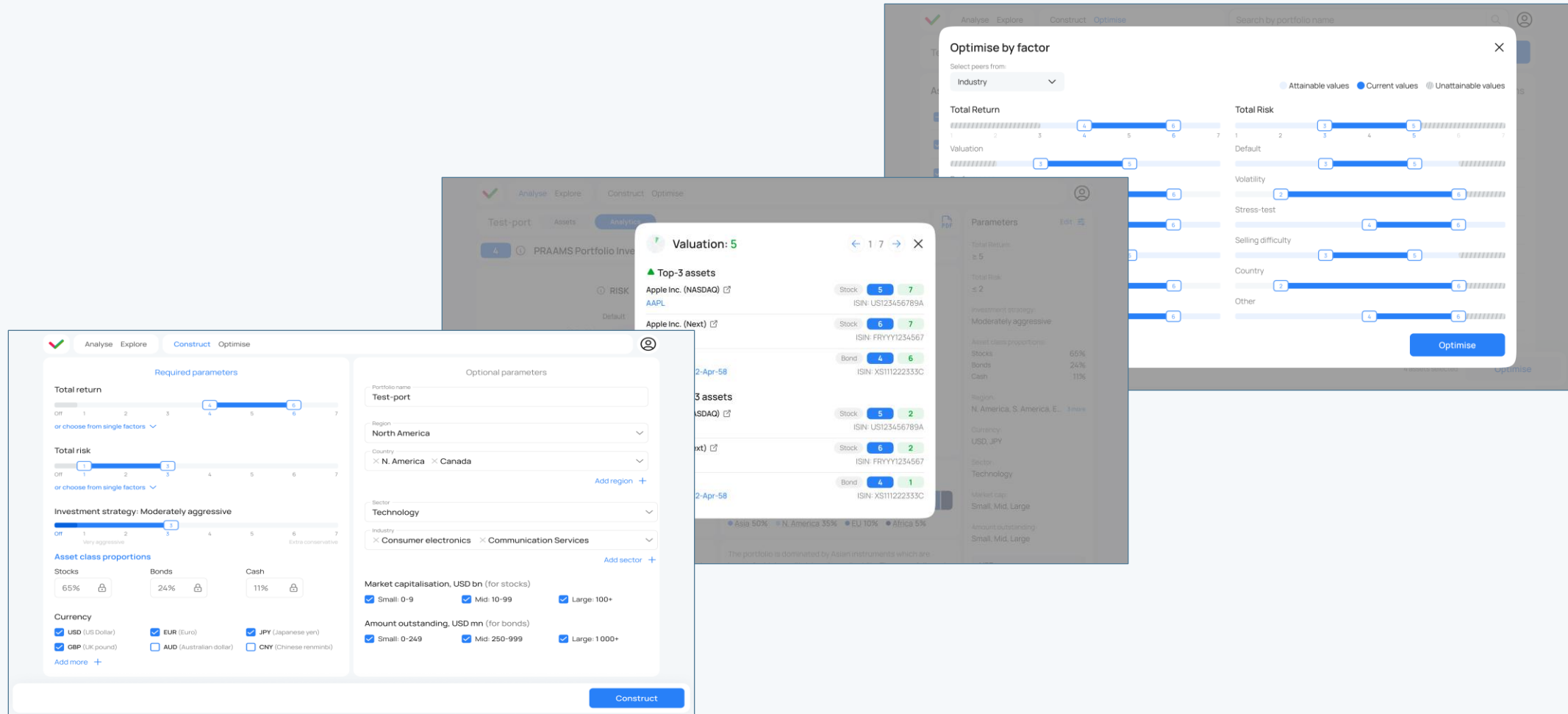
Appendix I – web interface



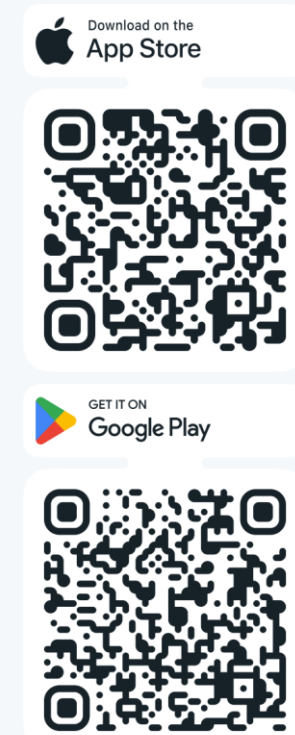
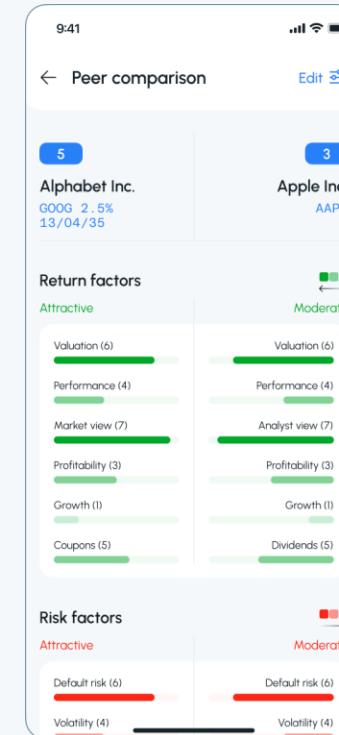
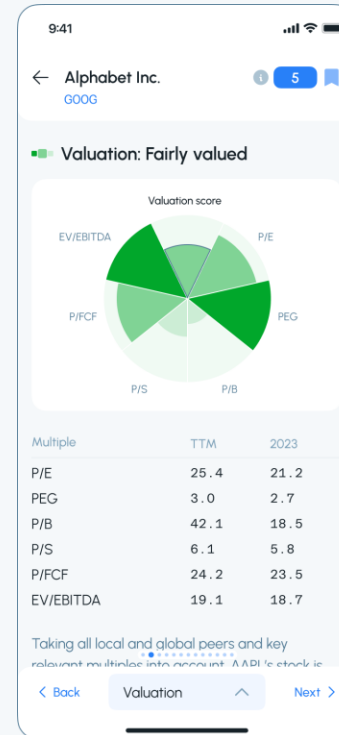
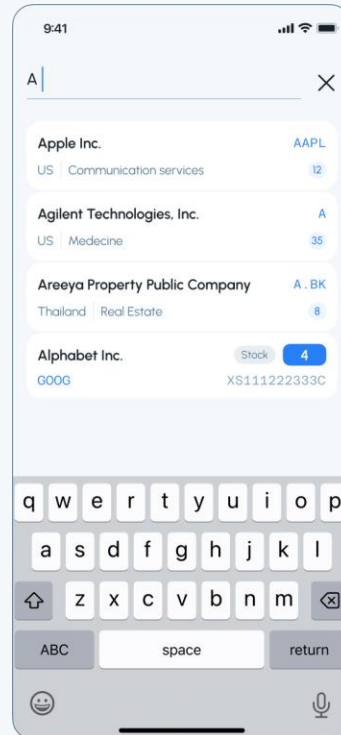
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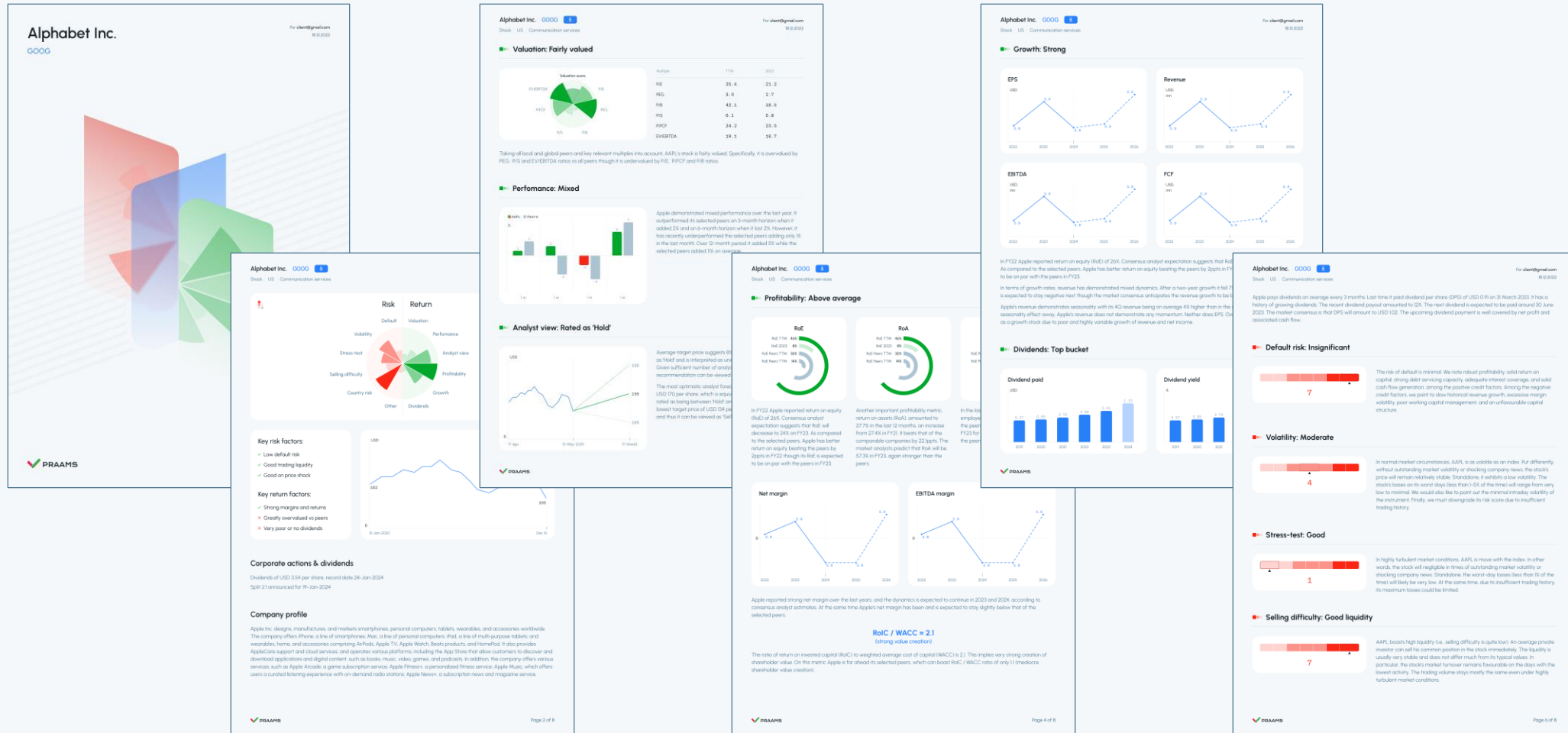
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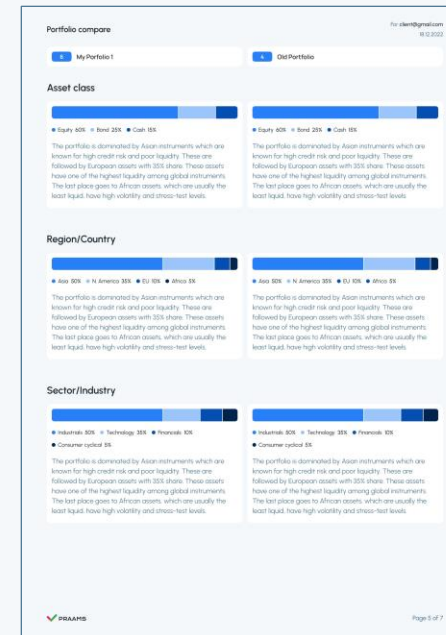
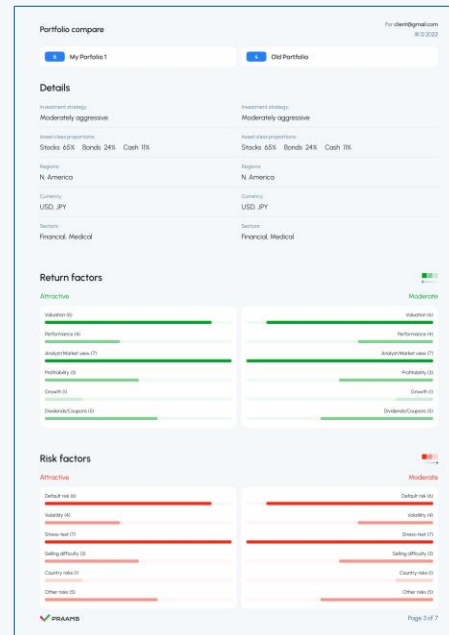
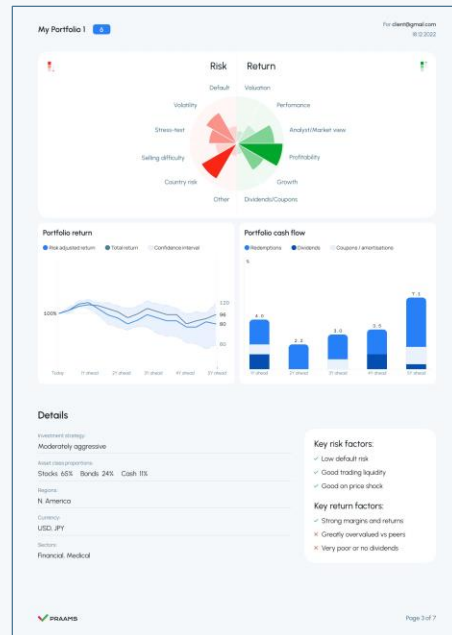
Appendix I – mobile interface (iOS & Android)



Appendix II – stock analysis report

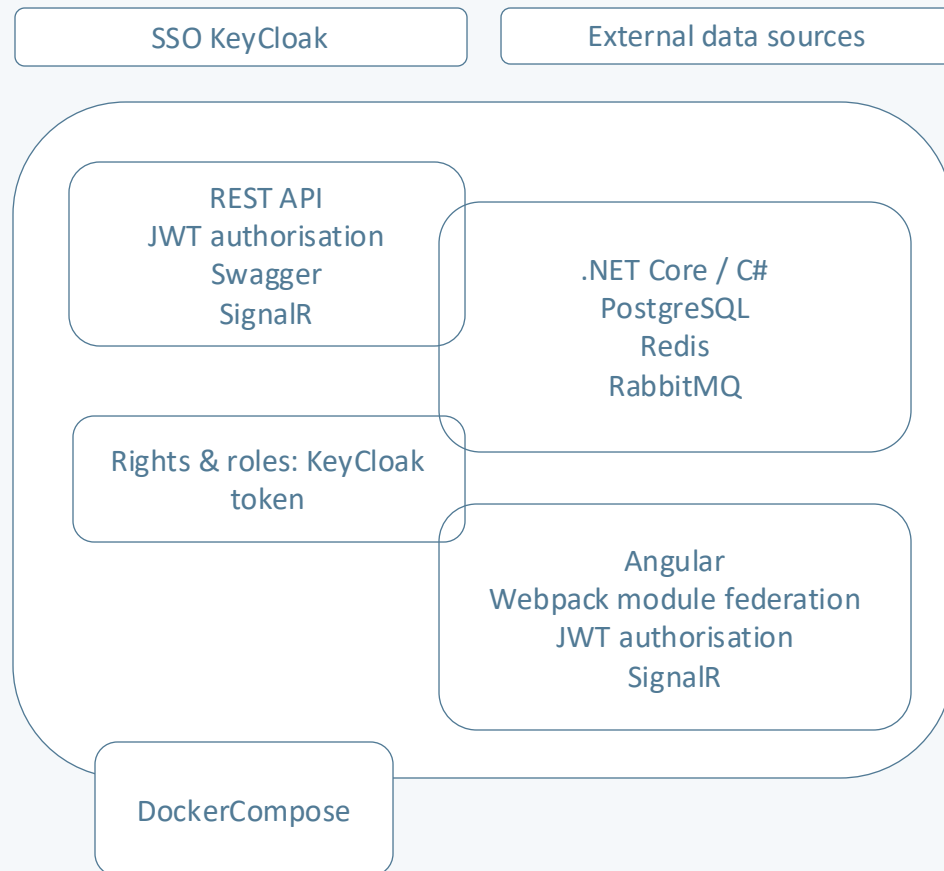


Appendix II – portfolio analysis report



Appendix III – IT stack

CORE



MICROSERVICE

