TradingView: Feature-Rich Online Financial Platform

Website https://www.tradingview.com
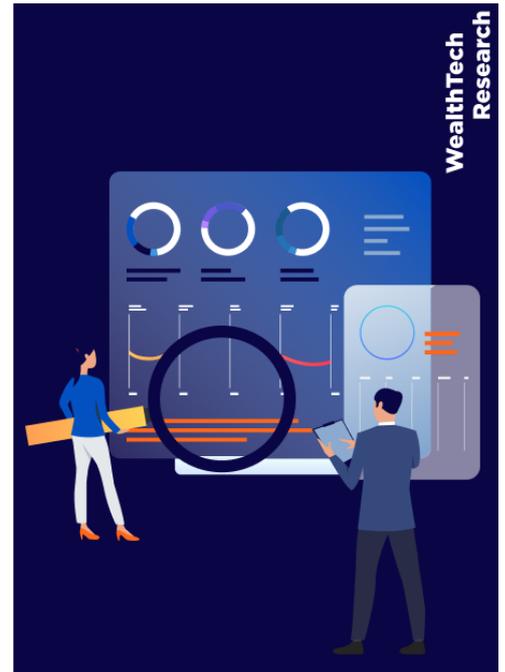
Key dates: Founded in 2011;
In 2013 TradingView went through TechStars accelerator program; $3.6 million funding from iTech Capital, TechStars, Right Side Capital Management, Irish Angels;
In 2017 the company got Best Analysis Platform at Benzinga Global Fintech Awards 2017;
In 2018 it closed Series B funding round of $37 million from Venture Partners, DRW Venture Capital and Jump Capital.

Clients: traders, investors, financial analysts

Value proposition: cloud-based financial platform

Senior management
Denis Globa, CEO
Constantin Ivanov, CTO
Andrew Kirillov, CFO
Stan Bokov, Chief Strategy Officer

TradingView is a popular financial social networking platform. It caters to all traders from beginner to advanced and offers a number of powerful tools, charts, reports, and market analytics.

I sat down with **Rauan Khassan**, vice president, international growth at TradingView, and he shared what TradingView has accomplished so far as well as their plans for the future. He also divulged some of the internal processes the company undertakes to stay on the cutting edge.

Rauan Khassan joined TradingView three years ago, first working as an expansion manager, and he was eventually promoted to the position of VP,

international growth, where he coordinates community and platform growth in two dozen active regions. Prior to TradingView, Rauan was in the retail Forex industry, working as a technical analyst and regional team leader for media resources and retail brokers.

What is TradingView, and what can it be used for?

TradingView is a business-to-client platform that's used every day by traders, investors, and analysts. Many traders rely on the platform, praising it for the extensive chart features. Today, the platform encompasses a number of unique features, namely the social aspect, which allows users to study the highest-performing traders' tactics and be part of a trading community.

Rauan highlighted that, compared to other financial platforms, subscriptions range between $10–60 per month, with a free option that has limited use of features. The possibility to buy a monthly subscription at a low price means more users can start using it.

One of the most popular social features is called *Ideas*. Here, users can browse through thousands of trader profiles, choose strategies outlined by those traders, and communicate directly with them through a social profile. If users want to share their own ideas and predictions, they can easily do that. TradingView's replay function analyzes published trading ideas to see what the performance on the suggested trades was, a powerful tool for understanding whether an idea was correct.

> "One important feature is that we make users accountable for their decisions. According to our lease, users are not allowed to modify or delete any public view after 15 minutes of being shared."

Additional features: *Scripts* and *Chart*

Based on the principle of collaboration, TradingView offers users an opportunity to use their coding skills to help other traders make decisions. The public library contains over 5,000 custom-built indicators and strategies. Rauan mentioned that this number is probably much higher because each project could have different applications. These indicators and strategies are coded in TradingView's proprietary Pine programming language.

TradingView Charts are built using a free HTML5 charting library with an open API. Because there's no financial burden associated with using the library, it's extremely popular among startups and individual developers.

Integrating currency exchanges

TradingView started out with the most liquid and popular exchanges and expanded into currencies, stocks, and futures. To date, there are more than 70 integrated exchanges. When factoring in all the connected crypto exchanges, the total number is 165+.

Normally, active traders have multiple accounts on different platforms. TradingView has all the capabilities to become the single entry point for traders, with all the data and connections in one platform.

> "We are making this possible by connecting different brokers from different asset classes on a global scale."

Product management process

According to Rauan, the main source of feedback is the 8million active monthly users. Thanks to the scale of users, TradingView's conventional support system is able to grab the necessary feedback when there is a technical issue or a poor decision on the user experience or user interface. Another important aspect is the GetSatisfaction system, which goes back to the roots of the company's socially based elements. It's an open discussion board where any user, regardless of status or rank, can comment or make feature requests. When a request garners interest and gains traction, managers prioritize the feature into the backlog.

Partnerships

TradingView has built a powerful API which can be implemented by brokers to connect their backend systems to TradingView and use it as a frontend. Today, the list of TradingView's partners include Forex.com, xCFD, InstaForex, Crunchbase, Investopedia, SeekingAlpha, Zacks, Binance, CME Group, Entrepreneur, and HitBTC.

Recently, TradingView has acquired TradeIt, which provides an API for on-the-spot trading, and partnered with Real Vision, the video-on-demand platform for financial and business media.

Back-end and front-end teams

The front-end team is broken down into subgroups (except for the Charts team) named after famous space shuttles: Vostok, Firefly, Hope, X, and Falcon. All teams include back-end **Python** developers, mostly full-stack.
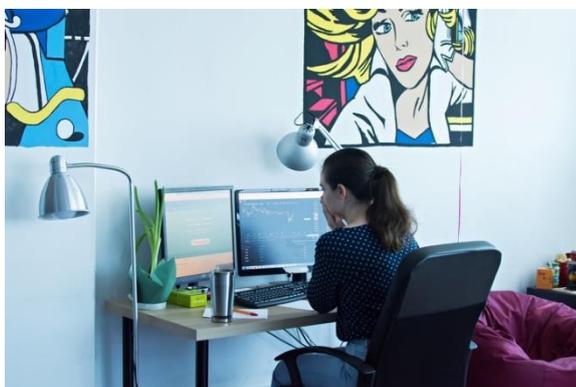
The back-end team is made up of **Java** and **Go** engineers who work directly with data from exchanges. They acquire data, separate it, and perform various data analyses, transaction histories, and so on. A lot rides on the competence of these engineers because of the nature of data aggregation and the need for timely updates. This is why back-end engineers are chosen very carefully.

Designers and QA engineers are also included in the teams, mostly in front-end. The company has a "product team" approach—every team is responsible for their own product and its lifecycle. Teams work using Scrum methodology with daily meetings and planning sessions. Currently, front-end updates are done on a daily basis, with fixes and feature releases from various teams simultaneously (continuous integration and continuous delivery).

Future challenges and outlooks

Rauan pointed out several bottlenecks that are slowing progress. First, to make the platform more appealing to professional users such as wealth managers and financial advisors, new datasets have to be plugged in. While this is an ongoing process, pros already indicate their interest to switch over to TradingView. They use it primarily for covering major asset classes, which are always in focus. Having more datasets means having more external connections to data feeds, which is a problem when the companies they're connecting with are slow to develop integrations.

Rauan explained that the company is seeking to stay ahead of the pack and has an impressive backlog of future features. Last year, they introduced a video feature that allows users to make instant market updates or share some views or trading strategies. Rauan also hinted at a feature that would give access to a successful trader's workflow in real-time. Soon, TradingView will also provide access to exchange-traded funds with fundamental datasets also on the horizon.

Takeaways

TradingView has a unique audience—everyone from novice traders with no financial education to seasoned veterans with proven performance track. The company's social trading network lets users peek into the minds of successful traders and allows them to form trading groups, have discussions, and at the end of the day, make money. Now, TradingView is positioning itself to attract professional users through advanced datasets.