

**Cogmac**

**Fractal**

# Owning the Infrastructure of Modern Markets

**PR Plan  
AvantikaVital**

# Introduction

Financial markets today operate at unprecedented speed, where **milliseconds can determine profit or loss**. As algorithmic trading and high-frequency strategies become more prevalent, the underlying technology infrastructure has become just as important as the strategies themselves.

**Fractal by Cogmac** is designed to address this need by providing **ultra-low latency trading infrastructure built for professional traders and quantitative teams**.

Rather than focusing solely on trading tools, Fractal delivers the **performance, speed, and reliability required to operate in modern markets**.

By combining advanced architecture with intelligent analytics, Fractal enables traders to **execute strategies with greater precision, efficiency, and competitive advantage**.

## Key capabilities

- Ultra-low latency execution
- Advanced algorithmic trading tools
- AI-driven market analytics
- Automated trading strategies
- Customizable trading architecture

## Key value proposition

Fractal enables financial institutions to analyze, predict, and execute trades faster than traditional trading platforms.

# Industry Context

Global financial markets are undergoing rapid transformation driven by technological innovation.

## Major trends reshaping trading:

Increased reliance on data analytics

Demand for high frequency trading infrastructure

Rise of AI driven trading systems

Expansion of algorithmic trading strategies

Automation of financial decision making

## Market Data

Algorithmic trading accounts for over **70 percent of equity** trading in major financial markets.

Global algorithmic trading market size is expected to exceed **\$30 billion by 2030**.

## Opportunity

Platforms that combine speed, automation, and intelligence will dominate future financial markets.

# Market Problem

Despite technological innovation, many trading platforms face limitations.

## Current industry challenges

- Legacy infrastructure slows execution speeds
- Limited integration of artificial intelligence
- Complex and expensive trading platforms
- Lack of customizable trading environments
- Insufficient real-time data analytics

## Result

Financial institutions require next generation trading infrastructure that combines intelligence with speed. This creates an opportunity for Fractal to disrupt the market.

# Communication Challenge

Although Fractal has strong technological capabilities, it faces a major communication barrier.

## Key PR challenges

Low brand recognition within global fintech markets

Limited media visibility in financial publications

Minimal thought leadership presence in trading innovation

Complex technical messaging that is difficult for mainstream media to understand

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**How can Cogmac position Fractal as a globally recognized intelligent trading infrastructure platform within a competitive fintech ecosystem?**

# Campaign Objectives

Primary Goal

Position Fractal as a **leading AI-driven trading infrastructure platform within the global fintech ecosystem.**

## Specific Objectives

Increase awareness of Fractal among **fintech investors and traders**

Establish Cogmac leadership as **thought leaders** in AI-driven financial technology

Secure consistent **earned media coverage** in fintech and financial publications

Generate **partnerships with fintech firms, trading platforms, and financial institutions**

Drive **product adoption** among institutional trading clients

Campaign duration  
12 months

# Target Audience



Primary Audience

Institutional investors

Hedge funds

Quantitative trading firms

Proprietary trading firms

Financial technology companies



Secondary Audience

Financial journalists

Technology analysts

Startup ecosystem leaders

Data scientists and AI developers

Fintech venture capitalists



Influencer Audience

Fintech thought leaders

Trading educators

AI technology influencers

Financial YouTube and podcast creators

# Competitive Landscape



### Competitor weaknesses

- High-cost platforms
- Limited customization
- Legacy technology infrastructure
- Low AI integration

### Fractal competitive advantage

- AI-driven analytics
- Ultra-low latency execution
- Highly customizable architecture
- Developer-friendly ecosystem

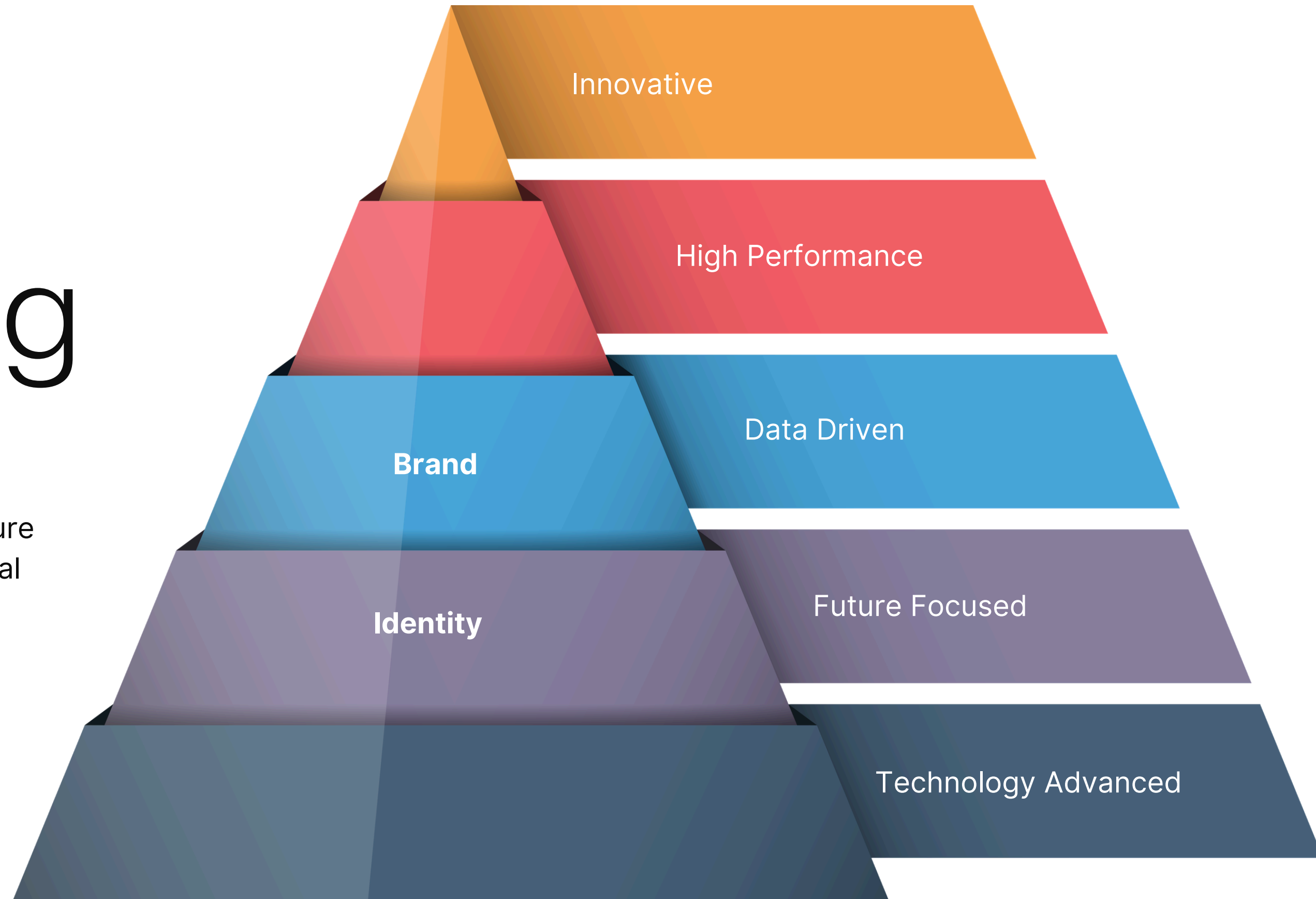
Key competitors in trading infrastructure include Bloomberg Terminal, MetaTrader, Trading Technologies, QuantConnect & Kx Systems



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# Brand Positioning

Fractal is the intelligent trading infrastructure platform designed for the AI-driven financial economy.



## **Brand Promise**

Enable traders and financial institutions to operate with speed, intelligence, and precision.

[www.cogmac.com](http://www.cogmac.com)

# Key Messaging Framework

## **Primary Message**

Fractal transforms trading by combining artificial intelligence with ultra-low latency infrastructure.

## **Supporting Messages**

### **Speed**

Execute trades faster than traditional trading systems.

### **Automation**

Advanced algorithms automate complex trading strategies.

### **Intelligence**

AI-powered insights enable smarter financial decision-making.

### **Scalability**

Designed for large-scale institutional trading operations.

# Strategic Approach

To position Fractal as a fintech leader, the PR campaign will focus on five strategic pillars.

## 1. Thought Leadership

Position Cogmac executives as experts in AI driven trading innovation.

## 2. Fintech Media Relations

Secure coverage in leading financial and technology publications.

## 3. Developer and Trading Community Engagement

Build credibility among fintech engineers and quantitative traders.

## 4. Strategic Partnerships

Collaborate with fintech accelerators, financial institutions, and research labs.

## 5. Global Fintech Event Visibility

Establish presence at major fintech conferences.



# Campaign Concept

## **Campaign Title**

**Trade at the Speed of Intelligence**

## **Campaign Narrative**

Financial markets are evolving beyond speed. The future belongs to platforms that combine data intelligence, automation, and predictive analytics.

Fractal represents the next evolution of trading infrastructure.

## **Campaign Goal**

Demonstrate how AI-powered systems can transform financial decision-making.



# Earned Media Strategy

## Media pitch angles

The rise of AI trading infrastructure  
How fintech startups are transforming Wall Street  
The next generation of algorithmic trading systems  
India's emerging fintech innovation ecosystem

TARGET PUBLICATIONS	
TIER 1: FINANCIAL MEDIA	Bloomberg Financial Times CNBC Forbes The Economist
TIER 2: TECHNOLOGY MEDIA	TechCrunch VentureBeat MIT Technology Review Wired
TIER 3: FINTECH NICHE PUBLICATIONS	Finextra CoinDesk Fintech Futures Trading Tech Insight

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# Thought Leadership Strategy

Establish Cogmac leadership as experts in fintech innovation.

## Sample thought leadership topics

The Future of AI in Financial Markets  
How Machine Learning is Transforming Trading Strategies  
The Evolution of Algorithmic Trading  
Visua



CEO LinkedIn articles



Industry conference speaking engagements

# Tactics



Fintech podcast interviews



Guest opinion pieces in financial publications

# Digital PR Strategy



Create educational and informative content around AI-driven trading.

## Example content

Inside a millisecond trade

How AI predicts market volatility

The future of autonomous trading systems

LinkedIn long form articles

Data visualization reports

YouTube explainer videos

AI trading tutorials

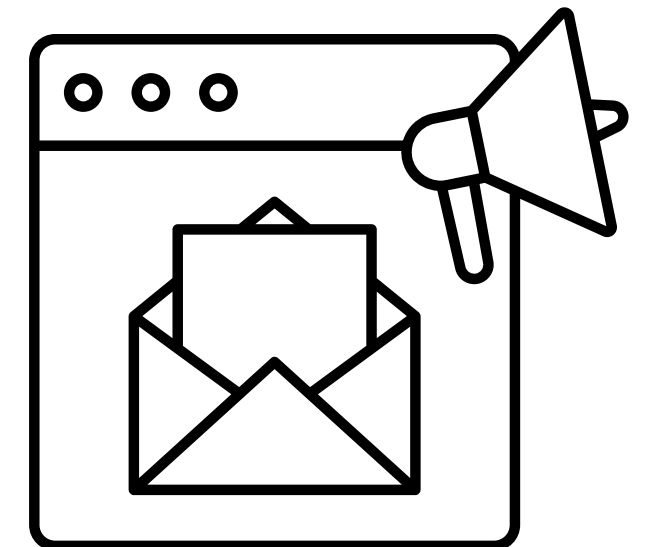
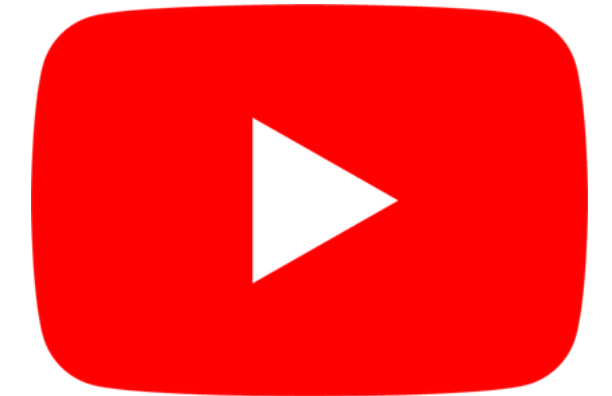
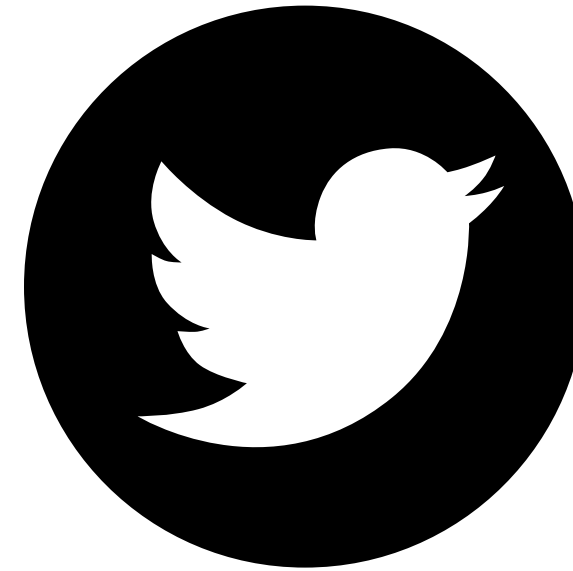
# Influencer Strategy

- Collaborate with fintech and trading influencers.
- Potential partners
- Algorithmic trading educators
- Fintech YouTube creators
- AI researchers

## Goal

Reach niche audiences within the trading and fintech ecosystem.

Quantitative trading communities  
Platforms



Launch flagship event

**Fractal Future of Trading Summit**

**Event format**

Product demonstrations

AI trading simulations

Panel discussions with fintech experts

Media roundtable sessions

**Target attendees**

Hedge funds

Fintech startups

Financial journalists

Investors

**Locations**

Mumbai

Delhi

Pune

# Events Strategy

# Strategic Partnerships

Collaborate with organizations that shape the fintech ecosystem.

Potential partners

Stock exchanges

Fintech accelerators

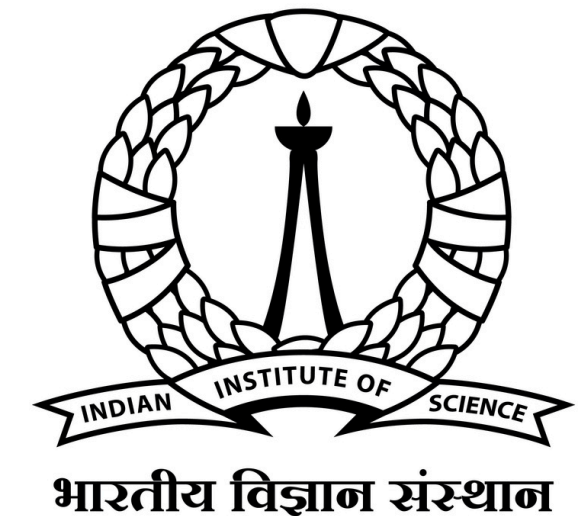
AI research institutes

University fintech labs

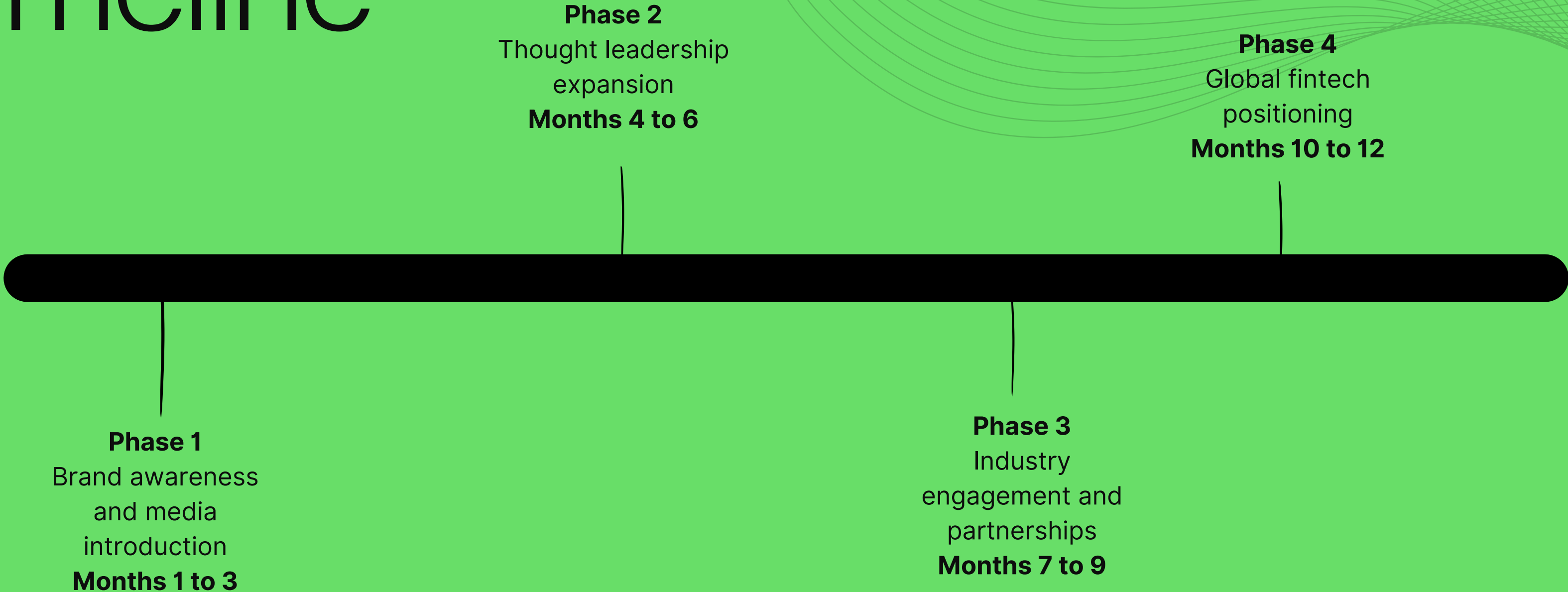
## Goal

Strengthen credibility through industry collaboration.

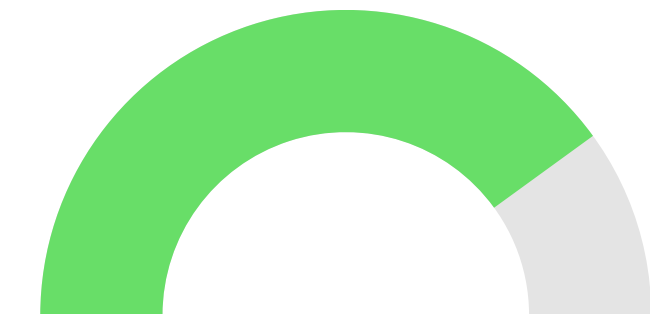
## Academic partnerships



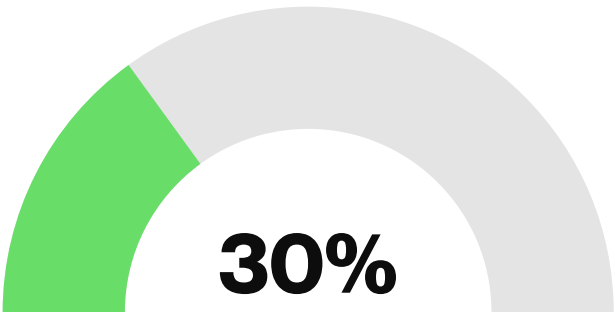
# Campaign Timeline



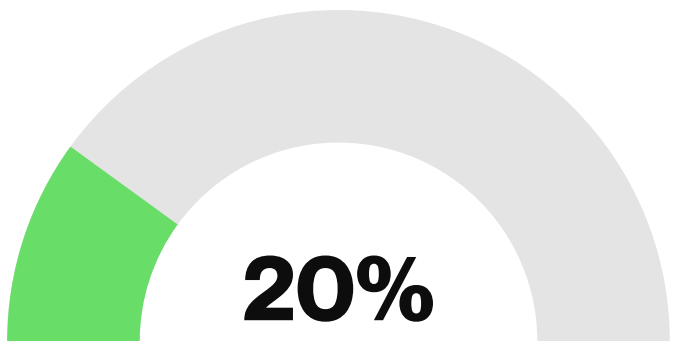
# Measurement and KPIs



**KPI 01** Media Coverage  
Secure coverage in at least **80 fintech publications.**



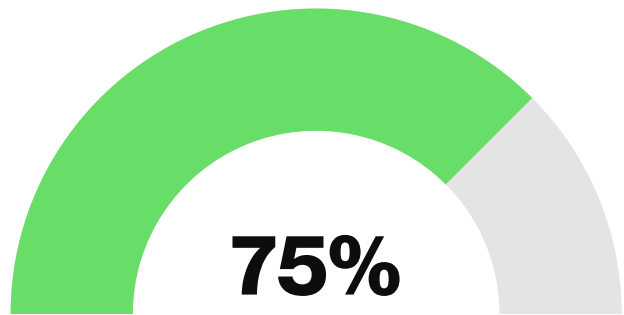
**KPI 03** Thought Leadership  
Obtain **10 keynote** speaking opportunities.



**KPI 02** Share of Voice  
Achieve **20 percent share** in fintech media discussions.



**KPI 05** Lead Generation  
Generate at least **40 institutional partnerships.**



**KPI 04** Digital Impact  
**5 million** media impressions  
**100000 audience engagement**

# Conclusion

## Expected Outcomes

Stronger brand awareness within global fintech markets

Position Cogmac as a thought leader in AI-driven trading

Increase partnerships with financial institutions

Accelerate the adoption of Fractal trading infrastructure

**Financial markets are evolving toward intelligent automation. Fractal represents the next generation of trading infrastructure.**

**Through strategic public relations and thought leadership, Cogmac can position Fractal as a global fintech innovation leader.**



Thank  
You!