# thefloor PREMIER TRADING FLOORS





We opted for WeWork, the world's premier managed office service provider, to establish our trading floor due to its unparalleled expertise in creating vibrant and efficiently managed workspaces. WeWork's commitment to providing topnotch amenities, including high-speed internet and 24/7 access, perfectly suits our need for seamless international market trading. The open floor concept of WeWork spaces not only fosters a dynamic and collaborative atmosphere but also ensures flexibility and adaptability in our trading operations. We chose WeWork because their spaces align seamlessly with our requirements, ensuring that our trading community has the ideal environment for peak performance and success.

We opted for Embassy Tech Village (ETV) as our trading floor infrastructure because it aligns perfectly with our core principle of prioritizing the psychological and physical well-being of our trading community. ETV's LEED-certified green building, tranquil environment with greenery, and campus-like layout create a space that reduces stress and enhances mental health, crucial factors in the trading world. Its organized, clutterfree design, coupled with state-of-theart architecture, offers an efficient workspace, ideal for trading operations. In choosing ETV, we've not only secured a functional trading floor but also fostered a collaborative and supportive trading culture, ensuring that our traders have the best possible environment to excel.



## FULLY LOADED TRADING DESK



Introducing our state-of-the-art trading floor, equipped with a fully customizable trading station designed to optimize your trading experience. Our facility is outfitted with all the essential monitors and resources necessary for successful trading. You'll have access to premium tools such as TradingView charting and Go charting software, along with the cutting-edge Magic Keys software. Our trading desk is meticulously designed to meet all your trading needs and help you achieve your financial goals.

### CHARTING & RISK MANAGEMENT TOOLS IN-BUILT



### **Ty** TradingView

All the trading desks comes subscribed to premium Trading View charting services

### A tool for making trading more immediate and precise

### **Maximize profits**

Take advantage of the compounding magic and grow exponentially your account

#### **Improvement**

Stay always on top of your emotions and improve performance

### **Efficiency**

Focus on trading, not on clicking here and ther

perfect tool to profit from prop firms



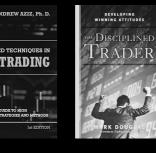
## TRADING EDUCATION





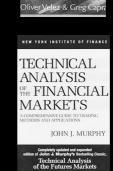












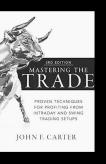
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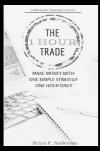




How 23 Novice Investors Became Overnight Millionaires

Michael W. Covel



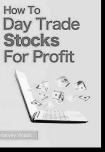


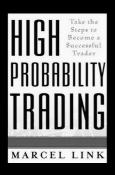






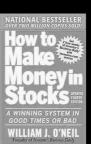


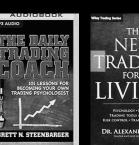


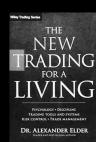










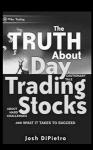


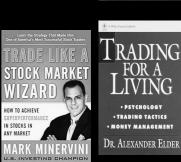


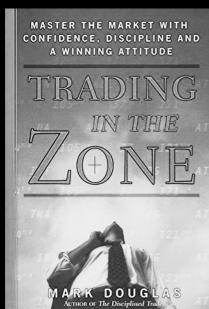










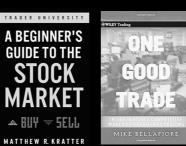




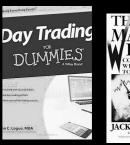
TREND

MICHAEL W. COVEL



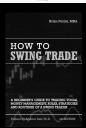












## TRADING CAPITAL BY





### BECOME A TRADER FOR REPUTED PROP FIRMS



OPEN 24/7 TO PROMOTE INTERNATIONAL MARKETS

### **AMINITIES**



**OPEN 24/7** 



**FOOD COURT** 



**COFFEE SHOPS** 



**SPORTS ARENA** 



**RELAX LOUNGE** 



MEETING ROOMS



**MEDITATE** 



**TRACK** 



**EVENTS &** SEMINAR



**EMERGENCY** MEDICAL **FACILITIES** 



PARKING FACILITY



SAFETY & SECURITY

## WANT TO BE THE NEXT PROFESSIONAL

# TRADERS

WANT TO LEARN & TRADE LIKE A PRO?



# unparalleled value, exclusive membership.

TODAY

# thefloor

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10,000

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**OPENING** 

**NOV 10, 2023** 

#### Dear Patrons,

We are thrilled to introduce "thefloor," a trading floor meticulously designed with the trading community's best interests at heart. This innovative platform is not just a step forward; it's a leap towards empowering traders, whether you're just starting or looking to enhance your trading skills.

Thoroughly detailed in this brochure, you'll find a comprehensive list of resources. However, it's imperative to consider the investment involved in setting up your personal trading station, ensuring you have solo access to all the necessary resources. Remember, resources are the lifeblood of a trader—their importance cannot be overstated.

From indispensable reference books, charting software subscriptions for thorough analysis, a community for discussion and informed decision-making, to uninterrupted 24/7 access to thefloor, reliable internet connectivity, a high-performance trading station, and a campus-like environment where the world's leading companies thrive—all these tools and resources are fundamental.

While it's true that one day you might trade from any corner of the globe, thefloor is where your journey begins. It's a platform designed to refine your skills, energize your spirit, and equip you with the resources necessary to trade confidently from anywhere in the world.

To our esteemed patrons, understand that this venture goes beyond mere productivity and cost. Trading is a business where being resourceful can significantly impact your success. Once you've honed your skills, you will have access to capital from industry leaders—a testament to the value of expertise and preparedness.

So, what are you waiting for? Seize this opportunity to make the most of it. This isn't just an investment in a platform; it's an investment in your future as a successful trader.

Warm regards, thefloor

# thefoor PREMIER TRADING FLOORS

Trading from a floor fosters a sense of belonging to a community of traders, where knowledge and experiences are shared for mutual growth