

Meet the men who are changing how the world invests: Ed Davies and Lane Clark of The Portfolio Platform

Monday 28 December, 2020

The year 2020 will be remembered for many reasons, very few of them good. Coronavirus struck early in the year; the markets started to crash, hitting rock bottom on 23rd March, and the world closed down for the first time in history.

With travel banned, and London off limits, Ed Davies and Lane Clark, the co-founders of The Portfolio Platform were busy assisting investors around the globe, increase their ROI via the TPP software they had designed. The pandemic has sped up the technological advancement in many areas, and financial investment is no exception.

In simple terms - TPP showcases some of the best traders and trading teams from around the world, and makes their expertise available to you, the everyday investor.

Co-founders Ed and Lane both have a plethora of experience in Trading and Asset Management; it was based on this experience that they developed a way for everyone to profit from professional trading like they had.

The world is changing, investors are becoming frustrated with their under-performing IFA's and Wealth Managers, and it is platforms like TPP which are really empowering them to want more, and enabling them to find it.

We were fortunate enough to speak to Ed Davies in regards to the progress TPP have witnessed in 2020 and he had this to say: *'The demise of the fund market as we know it, is already taking place. Institutions pay other institutions to run client capital, and then they in turn pay other funds, and so on, until the investor really gets very little back.'*

In 2020 we have seen another very poor performance from a majority of UK funds, with most posting negative results this year. In this day and age, there isn't really an excuse for it anymore, and we think the retail investor is waking up to this. Our traders have had a fantastic year with 4 even posting triple digit returns. Where fund managers will say it's been a tough year, most traders will tell you these are the best times to make money.

I'm sure there are fund managers sitting around buying each other lunch, making four times what I make and yet they haven't made their clients a penny. My book is up 120% this year and it's just one of many that we've have reaping the rewards of a volatile market. Now any investor can autotrade one of our strategies for as little as £75/month; there are no hidden costs or complications. Just subscribe and the trading team take over. The technology is ground-breaking and we hope it will change how a majority of people invest.

We've been compared to Etoro by many financial publications this year, but whilst I see the similarities, there are many differences. We are the software company and our job is to recruit the best traders from all over the world and make them available to the investor. We aren't trying to entice people to gamble, we will only make money if clients are happy, and to be happy, they need to make money for themselves.

We are also broker agnostic, and only allow our software to be operated at tier one brokers so we always get the best prices for the customer. We don't make money when investors trade, we only make money when they subscribe, so it is entirely in our interest to find better and better traders. If investors make money, then word will spread faster. So, in short, we need to pick the best.

2020 has been a horrible year for the world in general, but it's given us a great deal of satisfaction to have been able to assist investors around the globe in these testing times. Moving forward, we see no reason for our success to slow, and by the end of 2021 we aim to grab a larger share of the UK market. As we get bigger, we will continue to recruit more of the world's finest strategy designers for our platform. We are looking for any trader who can provide evidence of double digit returns without large drawdowns; minimising risk is also important to us. The best traders are those who can profit without overleveraging capital. Our traders can't hide from mistakes as all the performances shown are run through our software, and are 100% accurate. Because of all this, our offering will only get better and better.

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Trading results have actually exceeded what we would expect this year on our individual strategies, but good traders take advantage of large market movements, and this is exactly what we've witnessed this year. The average strategy has achieved over 40% this year, and whilst we wouldn't expect that every year, we aim to recruit traders who can outperform the market by 2-3 times regardless of the climate. Most importantly, in years like this one, we expect them to make even more, not sit on their hands and watch client capital go down, as many fund managers have done.

We're finding more and more what we would term 'traditional' investors are moving towards TPP. Yes, we do offer some more speculative strategies, but we've worked hard to recruit trading teams that track the markets across the globe. Therefore, whether you're the type of investor who likes to track global markets, or the type who likes the occasional short sell strategy - at TPP we believe we have everything you could possibly want to maximise the profitability of your portfolio.

Wealth managers would have you believe that increasing your risk means buying more stocks. We believe increasing risk means increasing buying power when stocks are going up, and shorting when the markets are sliding. Our risk isn't based on one-way traffic that you can't do anything about, it's about making the right decision, at the right time and maximising profit regardless of direction. That is what trading is all about.

Within five years', we expect a majority of UK investors will be utilising the TPP software to enhance their investments, whether it's to supplement what they already have, or to build a whole new portfolio. With the way the market is evolving, it's certainly not an unrealistic target.'

As an investor, if you aren't working with TPP already, it might only be a matter of time until you are. Have a look [here](#) at the kind of results traders have achieved on The Portfolio Platform.

For more information on The Portfolio Platform visit them on www.theportfolioplatform.com

For the latest update on the performance of their software- [click here](#).

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