



## TABLE OF CONTENTS

### PREFACE

### INTRODUCTION

- About this document

### PLATFORM NAVIGATION

- Demo Subscription
  - Demo Account Registration
  - Contact Support
  - Language
- Getting Started
- Icons and Symbols of Alpha Plan
- Dashboard
- Account Page
- User Settings:
  - Account

- **Trading**
- **Layout Settings**
- **Marquee Settings**
- **Tabs**
- **Group Settings**

## **WIDGETS**

- **Account Info**
- **Chart Settings**
- **News Settings**
- **Trade Ticket**
- **Watchlist**
- **Orders**
- **Positions**
- **Market Depth**
- **Managing Options**

## **GUIDE TO THE ALPHA PLAN TERMINAL**



## PREFACE

### The Alpha Plan Manual

The instructions provided here relate to both Live Trading Accounts and Demo Accounts. Please, feel free to contact us if you have any questions to leave us feedback, suggestions, and insights about Alpha Plan

## INTRODUCTION

When you first begin working with Alpha Plan, you'll want to know some basics: How do I register? How do I change my password? What am I looking at? Where are the widgets and how to use them? How to place orders? How do I get help? All those basics are covered in this guide to help you familiarize yourself with Alpha Plan platform in an effective and faster way.

## About this document

This User Guide sets forth the procedures and descriptions of how to use the Alpha Plan platform, starting from the registration process to the sophisticated trading activities. This document:

1. Describes each component and window in the Trading Platform.
2. Explain the purpose and the functionality of every widget and tool.
3. Defines and explain the procedures for trade placements and verification.
4. Showcase the ways to personalize and customize the platform to meet your specific needs and preferences.

**Note:** Information provided in this user guide regarding the software or functionality of the Trading Platform, including descriptions and illustrations (i.e. screen shots), are subject to any updates and changes by Alpha Plan.

## PLATFORM NAVIGATION

### Demo Subscription

- **Demo Account Registration:** *The first step to create a demo account is to fill and complete the Demo Account Registration form. If you have already created a demo account, you can just log in to the platform by entering your username and password.*
- **Contact Support:** If you have queries about the signup or you would like to send your feedback about the platform, you can do so by simply clicking on contact support located in the upper right side. You can also use Contact Support anytime while using the platform in case you have any question you might not find in this user guide. Alpha Plan Contact Support allows you to give us your feedback wordily and visually, through attaching up to 5 files to support your message and make sure that the end user and Alpha Plan's team are at the same page and visually seeing the same point.
- **Language:** Alpha Plan provides users with multilingual support. You can change languages of your Alpha Plan terminal and the changes will take effect right away, without the need to restart the program again. Alpha Plan showcases four languages in the demo and live versions,

### Demo Account Registration

Personal Information

First Name \* Middle Last Name \* Suffix  
Country \* State \*  
United States Select State...  
City \*  
Primary Phone \*

Account Information

User ID \* E-mail \*  
Password \* Confirm Password \*

Please tell us about yourself

Industry  
None...  
Please describe in a few words your interest in ETNA Trader

Please retype the characters from the picture  
M6AE4  
What is BotDetect .NET CAPTCHA Control?  
Submit

Contact Support  
Language

### Language



### Contact Support

#### Contact Support

Please leave your feedback here:

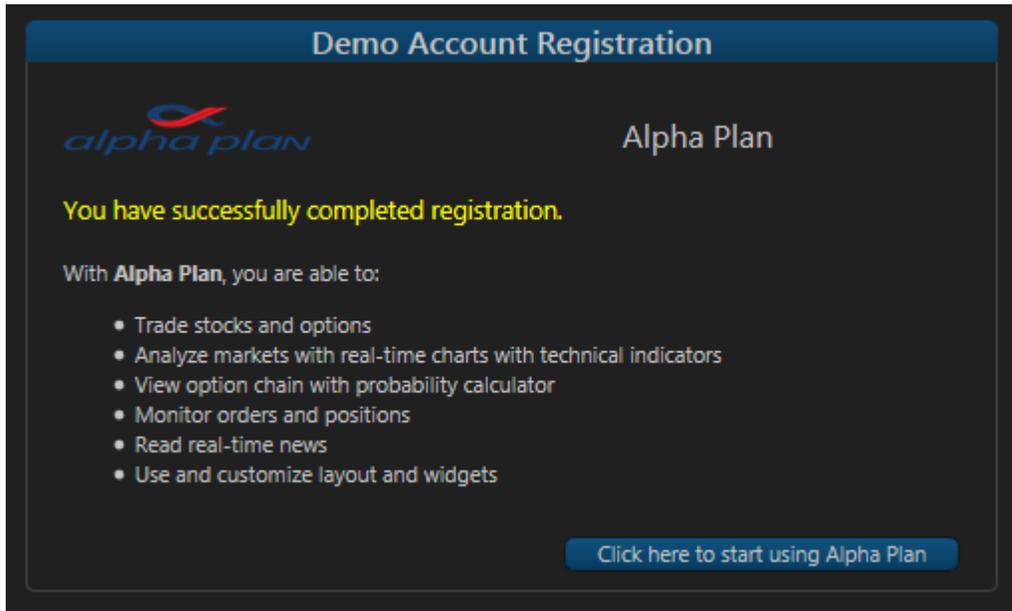
Attach file... (you can attach no more than 5 files)

Contacts:  
watsonmailme@gmail.com

Submit Cancel

## Getting Started!

Once you complete and submit all the information in the account registration window, a message will pop up confirming the successful completion of your registration along with a brief note of the demo's account offers.



## Icons and symbols of Alpha Plan

Alpha Plan is loaded with icons and symbols that when clicked on, they give you the chance to customize and personalize the interface of the platform as if it's created to meet your specific needs and preferences. So, before we dive into the platform, we would like to give you a quick rundown of each icon, what they are and what they exist. Check this partial cheat sheet.

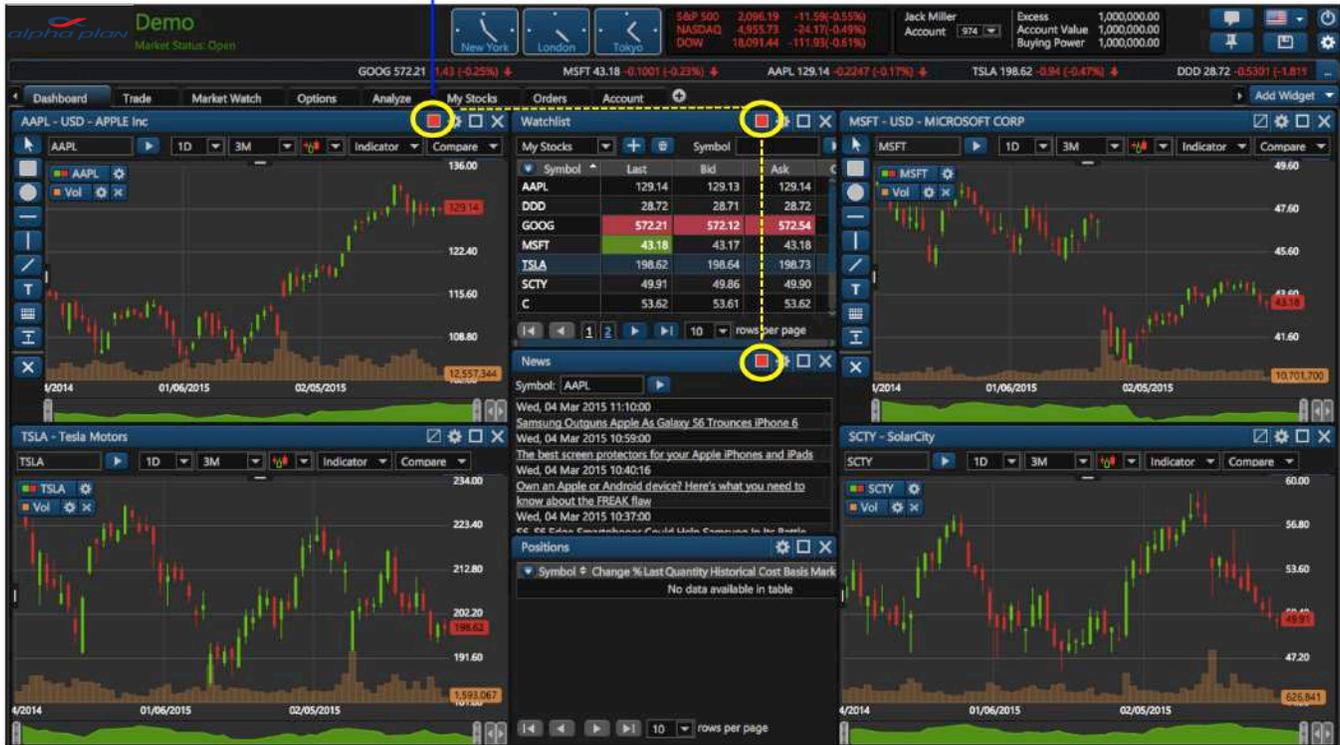
## Alpha Plan User Guide

Icon	Name	Description
	<b>Log Off</b>	Sign out from your <b>Alpha Plan</b> user account
	<b>Settings</b>	<b>Edit and make changes to the platform interface</b> <i>(ex: account, trading accounts, trading, layout settings, personalization)</i>
	<b>Tab Settings</b>	<b>Add more tabs, name/rename tabs and delete tabs</b>
	<b>Widget Settings</b>	<b>Enables you to edit and customize the widget</b> <i>(Settings differ from one widget to another)</i>
	<b>Add Tab</b>	<b>Enables you to add extra tabs to the platform</b>
	<b>Manage Columns</b>	<b>Enables you to select the columns you want to keep and remove in widgets</b>
	<b>Create New Watchlist</b>	<b>Enables you to create and add new Watchlists</b>
	<b>Marquee Settings</b>	<b>Enables you to edit the display of real time quotes of securities</b>
	<b>Pinned Header Panel</b>	<b>Enables you to pin header panel</b> <i>(Marquee listing and widget panel)</i>
	<b>Unpinned Header Panel</b>	<b>Enables you to unpin header panel</b> <i>(Marquee listing and widget panel)</i>
	<b>Locked Layout</b>	<b>Enables you to lock your last updated layout</b> <b>When you lock your layout you can not add and/or delete any of the changes made</b>
	<b>Unlocked Layout</b>	<b>Enables you to unlock your layout and make edits by adding, deleting and relocating the widgets within the platform</b>
	<b>Contact Support</b>	<b>Enables you to report any question, feedback about the platform</b>
	<b>Language</b>	<b>Enables you to change the language of the platform features</b>
	<b>Group</b>	<b>Enables you to assign widgets to the same color group so you can connect all widget together by one click</b>
	<b>Maximize</b>	<b>Maximize the widget window</b>

### Dashboard

Alpha Plan has an easy-to-navigate dashboard. Users can group Watchlist with News feed and chart. Connecting the three widgets together allows users to check the latest news and chart of the security automatically once the symbol is typed.

## Grouping Watchlist, News and Chart



## Account Page

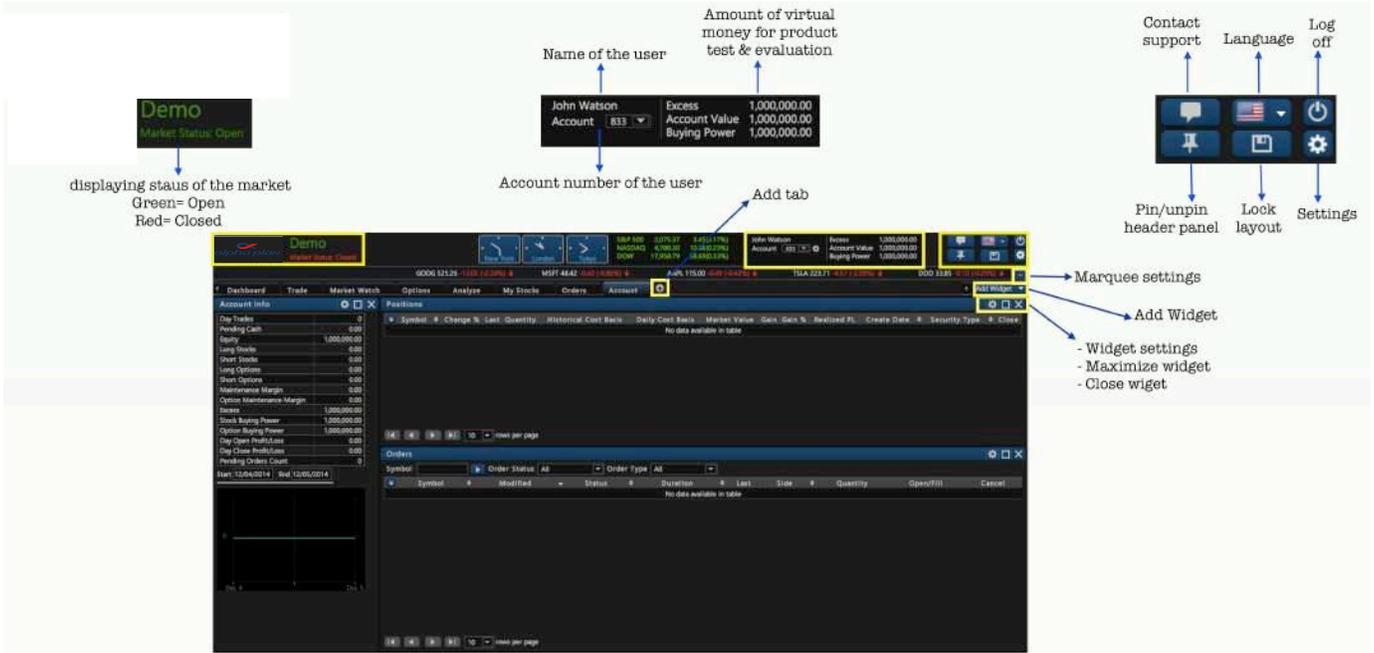
Account page contains the name and account number(s) of the user. In the account information, you will see that you have access to 1M in virtual currency to test your trading skills with, as you see in the graphic below. There are different types of other widget tabs such Trade, Market watch, analyze and more.

You can also delete tabs of widgets you don't currently need to use for your trades.

You can add more tabs by clicking the plus (+) symbol, rename it and reorganize the order of your tabs by dragging them either forward or backward.

By clicking on The Header Panel tab you can either pin or unpin the Marquee Settings bar and the Widget bar.

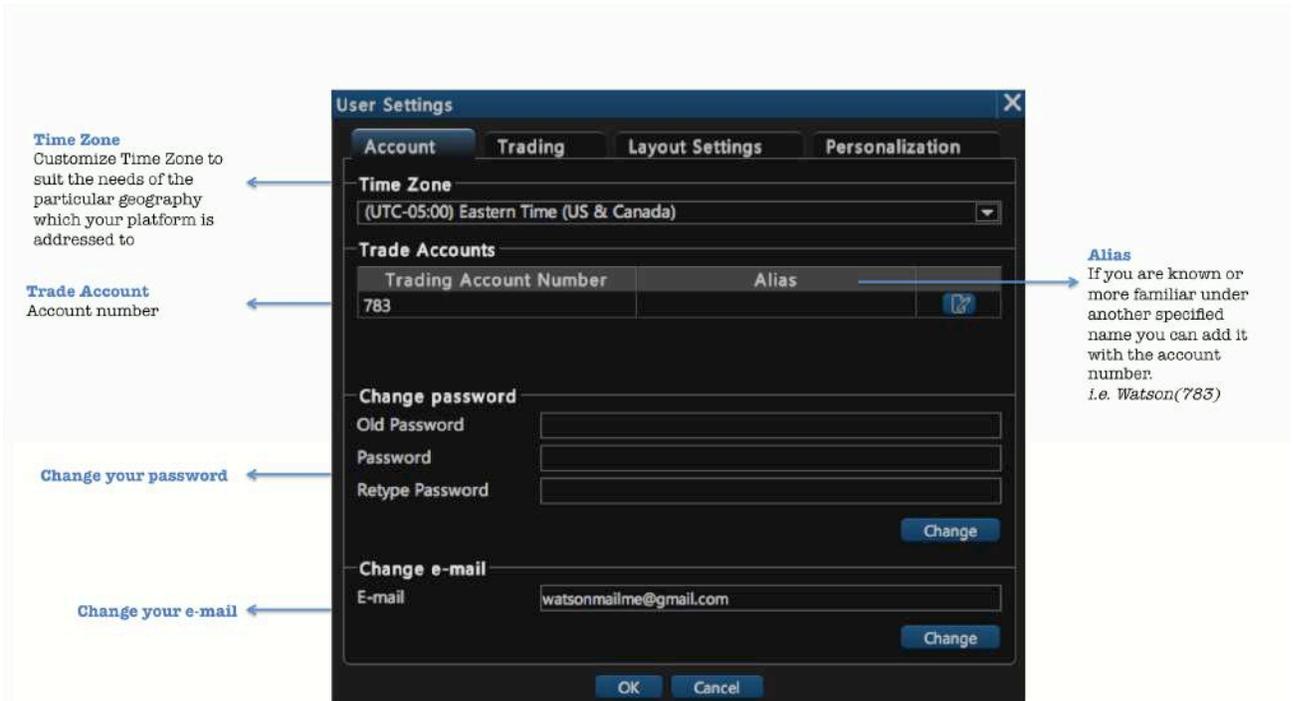
# Alpha Plan User Guide



## User Setting

**User Settings** enables you to customize your layout, update the time zone, personal information, trading options as well as add your own picture. User settings contains four parts: Account, Trading, Layout Settings, and Personalization.

- **Account**



- **Trading**

**Default Order**  
**Type:** Choose the type of order to place: Market, Limit, Stop, Stop Limit, Trailing Stop, Trailing Stop Limit.  
**Duration:** Day or Good Til Canceled (GTC).  
**Exchange:** Auto, Knight, Nasdaq or NYSE.

Change and set your own default trading activities

**Default Quantity**  
 Change and set your default quantity of stocks, options and spreads

**Strike Range**  
**Near The Money:** Choose and set Near The Money strike price starting from +/-1 up to the maximum Near The Money strike price, +/-4  
**More:** Choose and set out the money strike price starting from +/-8 up to +/-8

**Quick Trading**  
 You can opt to verify and confirm before placing or cancelling orders as well as closing positions

X
User Settings

Account
Trading
Layout Settings
Personalization

**Default Order**

Order Type Market ▾

Duration Day ▾

Exchange Auto ▾

All or None

**Default Quantity**

Stocks 100 [±]

Options 1 [±]

Spreads 1 [±]

**Strike range**

Near The Money +/- 4 ▾

More +/- 8 ▾

**Quick Trading**

Do not verify orders

Do not verify orders cancellations

Do not verify closing position

OK
Cancel

## • Layout Settings

Pin/unpin Marquee bar to either show or hide it

Customize layout by choosing either a Dark or a Light color scheme

Change the color of the widget's header to any other color that suits your preferences

Verify and confirm removal of widgets

X
User Settings

Account
Trading
Layout Settings
Personalization

**Marque**

Show Marque

**Current Color Scheme**

Etna Trader - Dark ▾

**Accent Color**

Widget's Header

**Behaviour**

Show confirm dialog on tabs and widgets removal

OK
Cancel

## Marquee Settings

Alpha Plan's Marquee streams security information in the most flexible real-time quote displays. With Alpha Plan's Marquee, you can combine real-time data of securities in a variety of customizable displays. The content of Marquee can be customized in three different models.

1. **Positions:** Marquee that shows updated quotes of all the symbols you traded and created a position for
2. **WatchList:** Marquee that shows updated quotes of the three different types of securities: Stocks, Forex or Indices.
3. **Custom:** Customize marquee that shows updated quotes of your specifically preferred symbols

# Alpha Plan User Guide

## Marquee Listing

JPM 61.14 0.46 (0.76%) ↑	KO 41.53 -0.07 (-0.17%) ↓	MCD 90.97 0.97 (1.08%) ↑	MMM 159.15 0.91 (0.58%) ↑	MU 35.15 ...
--------------------------	---------------------------	--------------------------	---------------------------	--------------

### Real Time Data

Once you place the cursor on the symbol, marquee shows an updated factset about the security (such as last, volume, change). When you click on the symbol, the *Trade Ticket* window pops up to either buy or sell

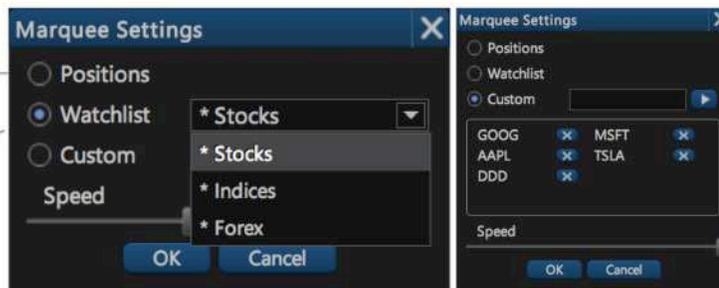


### Positions

Create marquee that lists and shows all (& only) your positions in a single display

### Watchlist

Marquee that groups your list of securities by industry, or sector (stocks, forex or indices)



### Custom

Create a custom model Marquee that shows your preferred securities in a single display

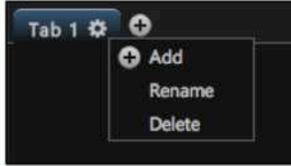
### Speed

Customize the speed of marquee listing presentation

## Tabs

Alpha Plan's interface is designed to make it easy for users to find features, place and organize widgets as they want. Each tab is customizable and can contain any component the user chooses from our widget list. By scrolling the drop-down menu of "Add Widget", click on the picked widget and it will be automatically added to the tab menu. You can also create and add extra tabs and label them to break down your trading tasks into simple actions.

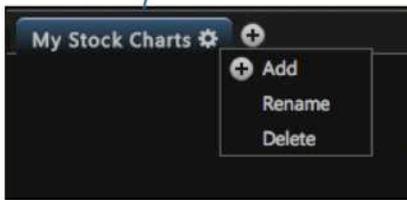
# Alpha Plan User Guide



**Add Tab**  
Add more tabs to your platform



**Add Widget**  
Create and personalize several tabs

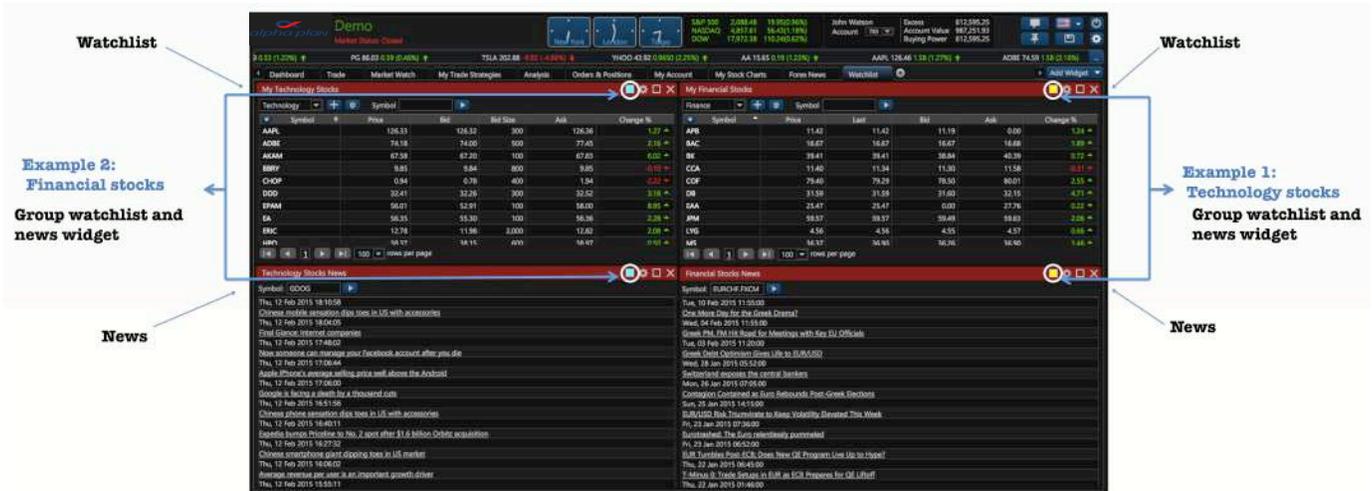


**Rename**  
Personalize tabs by choosing a name for each (ex: *My Stock Charts*)

**Delete:** you can delete any added tab

## Group Settings

Alpha Plan allows you to group your watchlist with other widgets, such as news, charts, stock info and more. When all widgets are grouped together by the same tag color, that would make your terminal more efficient and practical for trading. You can just click on the ticker symbol of the company in your watchlist to view real-time chart, news, stock info and more about the company, all with one tap.



## WIDGETS

Alpha Plan comes with a variety of widgets that you can use to get the most productive trading experience. The goal behind "Add Widget" tab is to make sure there is a place where you could always have easy access to all trading tools. Alpha Plan's widgets appear on the

## Alpha Plan User Guide

right-hand side of the platform and are always there no matter what tab you are on. If you don't want them taking up space, you can always collapse them by clicking "Save Layout".



When layout is unlocked, it shows the "Add Widget" feature



Unlocked layout mode



When layout is locked, the "Add Widget" feature is hidden & you can't relocate or move widgets



Locked layout mode



### Save Layout:

To show or hide the tab "Add Widget", edit and save layout

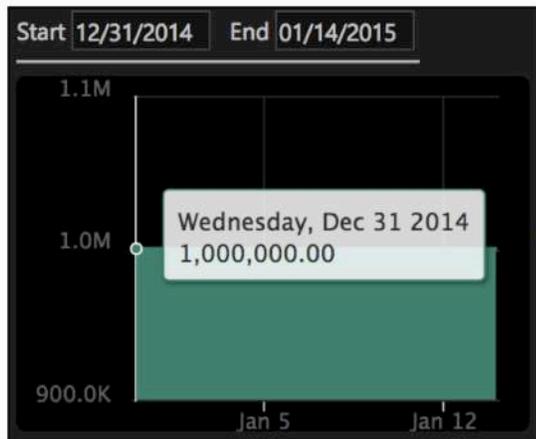
### Add Widget:

To add a widget, click on the "Add Widget" menu and then pick on the component to load

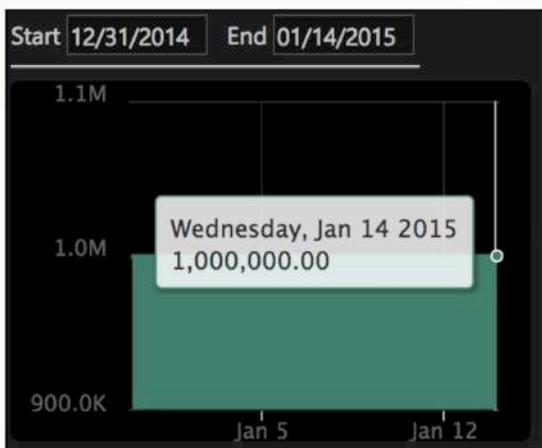
## Account information

Alpha Plan's account information is designed to display the user's real-time information about all trading activities, account value, buying power and more. It also determines the date when the account was created and was last used.

Account Info		Start	End
Day Trades	0	12/30/2014	01/13/2015
Pending Cash	0.00		
Equity	1,000,000.00		
Long Stocks	0.00		
Short Stocks	0.00		
Long Options	0.00		
Short Options	0.00		
Maintenance Margin	0.00		
Option Maintenance Margin	0.00		
Excess	1,000,000.00		
Stock Buying Power	1,000,000.00		
Option Buying Power	1,000,000.00		
Day Open Profit/Loss	0.00		
Day Close Profit/Loss	0.00		
Pending Orders Count	0		



**Start:**  
The date the account was created



**End:**  
The date the account was last used

## Chart

In order to view the market from nearly every conceivable angle, Alpha Plan offers different chart types that stream up-to-date data. From candlesticks to bar, every chart type updates data automatically as it unfolds. You can also choose to show a chart in four different modes:

# Alpha Plan User Guide

- Line
- Bar
- Candle sticks
- OHLC (Open-High-Low-Close)

The drawing tools menu allows the user to select from a number of different drawing tools. Drawing tools overlap the price data and can be used to mark-up the charting area. Drawing tools include Fibonacci, trend lines, support or resistance (price range) and text notes.

**Edit Settings**

Settings: Color, Border color, Show Last Value:

Settings: Negative Color, Positive Color, Show Last Value:

**Settings**

Settings: General Appearance

Window Name: %symbol% - %company%  
 Right indent: 10  
 Keep selected drawing tool:   
 Trading from chart enabled:   
 Show Orders:   
 Show Position:

**Annotations:**

- Tab name: Customize the name of your chart
- Maximize screen
- Export to image
- Export to document
- Real-time data about the security
- Scroll back and forth to see price history
- The ticker symbol of the company
- Geometries: Click on the drawing tool you want to use.
- Trend lines and shapes (ellipse & rectangular)
- Take notes
- Fibonacci
- Price range

**Settings**

Settings: General Appearance

Window Name: %symbol% - %company%  
 Right indent: 25  
 Keep selected drawing tool:   
 Trading from chart enabled:   
 Show Orders:   
 Show Position:

**Trade Ticket**

Simple OTO OCO

Symbol: AAPL Shares: 100 Exchange: Auto  
 Order Type: Limit Limit price: 111.44  
 Duration: Day All or none:  Price: \$107.29

Buy Sell Sell Short Buy To Cover

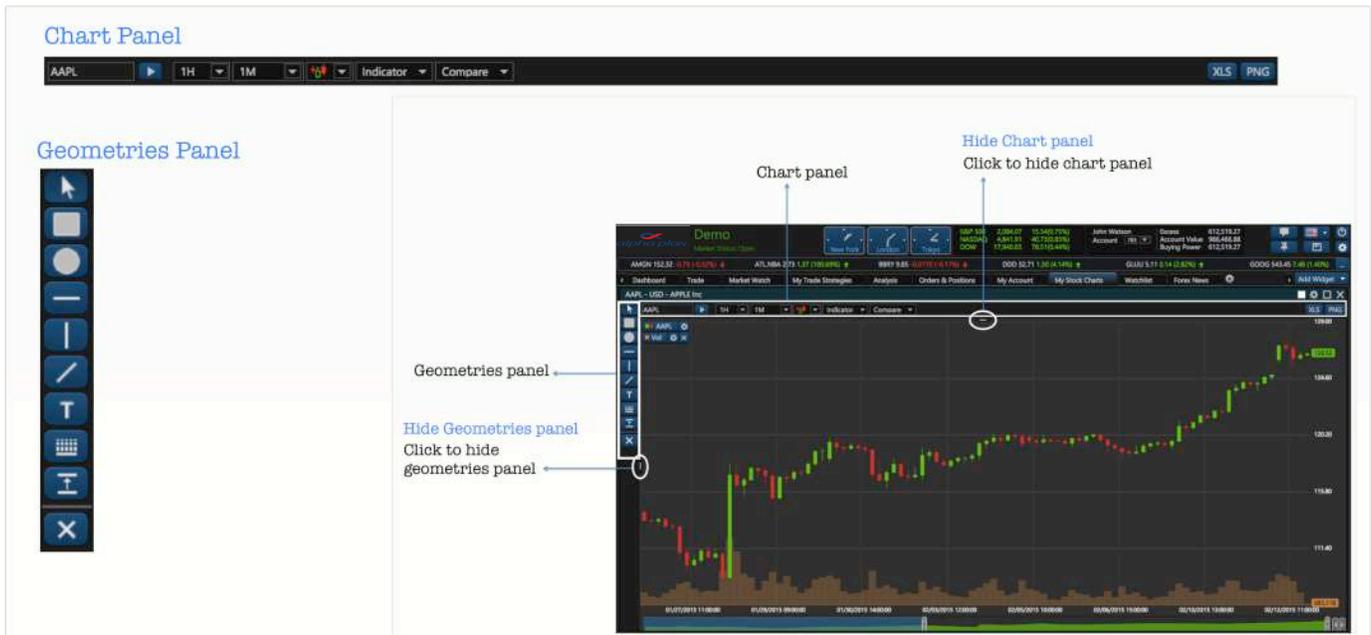
Symbol: AAPL Last: 107.29 Change: -2.51  
 Volume: 38,893,639 Bid: 107.28 Ask: 107.29

**Annotations:**

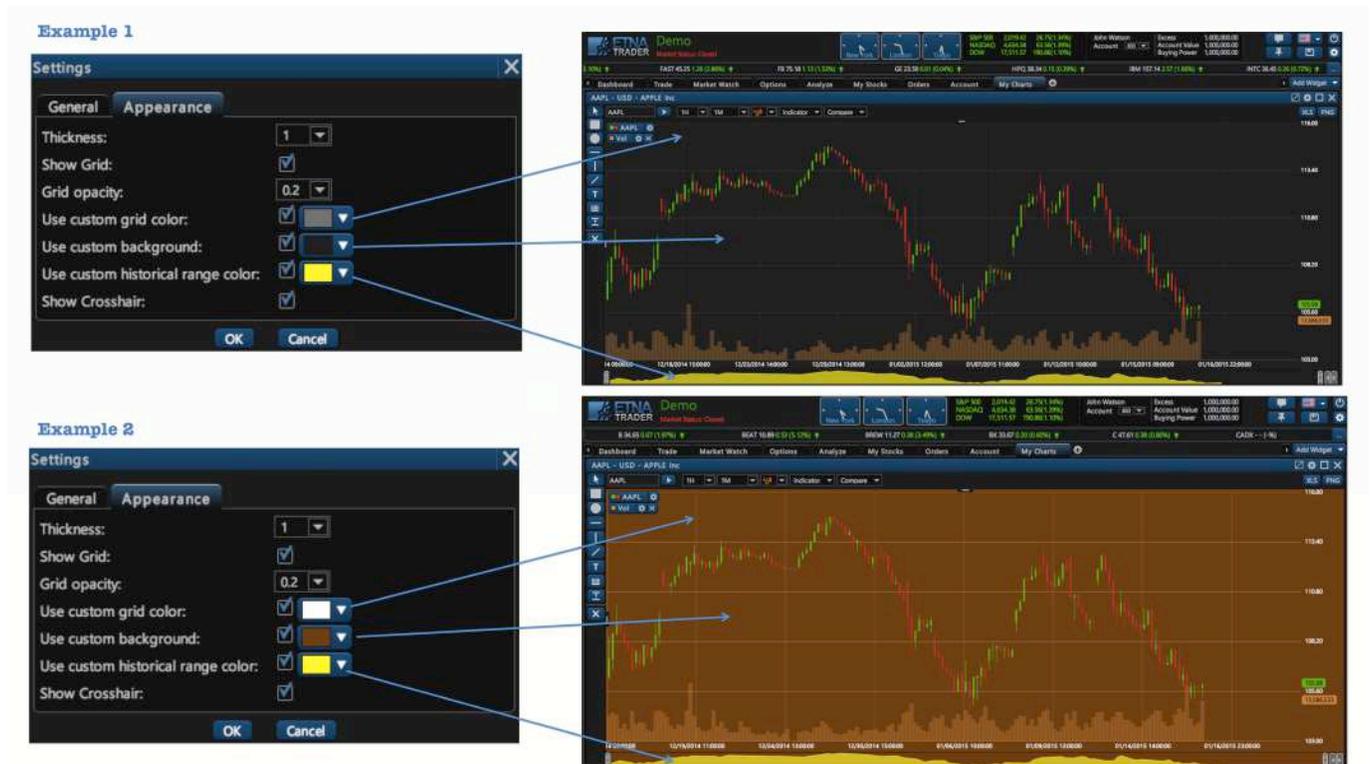
- Right indent
- 25 right indent
- Trading from chart: You can either enable or disable trading through chart. You can place a trade by clicking instantly anywhere in the chart

## Chart and geometries panels

Users have the option to hide and unhide both chart and geometries panels as it shows in the following posts:



## Customize your chart



The charting menu bar shows different options that can be expanded and used to select the time frame, chart type, technical indicators, apply comparisons to other securities, and draw different trend lines and shapes. The

## Alpha Plan User Guide

chart also provides access to many other features and settings, including being able to trade from the charts, change the style/ appearance of chart and the time frame as well as add technical analysis tools.

The screenshot displays the top navigation bar of the Alpha Plan chart interface. It features four main menu items: '1D', '6M', 'Indicator', and 'Compare'. Each menu item has a dropdown arrow. Below these menus, four callout boxes provide instructions:

- Time Frame:** You can change and choose the time frame of the chart. This points to the '1D' and '6M' dropdowns.
- Chart Types:** Choose to show a chart in five different modes. This points to the 'Indicator' dropdown.
- Indicator:** Scroll down to choose the technical indicators you need to use. This points to the list of indicators shown in the 'Indicator' dropdown.
- Compare:** Compare the performance of different ticker symbols. This points to the 'Compare' dropdown.

The 'Indicator' dropdown menu is open, showing a list of technical indicators such as Bollinger bands overlay, Exponential moving average (EMA), Parabolic SAR, Simple moving average (SMA), Volume, Volume-weighted average price (VWAP), Average directional moving index (ADX), Average true range (ATR), Bollinger bands, Chaikin Money Flow (CMF), Chaikin Volatility (CHV), Chande Momentum Oscillator (CMO), Ease of Movement (EMV), Elder Ray Oscillator (Bull/Bear Power), and Elliott Wave Oscillator (EWO).

The 'Compare' dropdown menu is also open, showing a list of ticker symbols: S&P 500, NASDAQ, and Dow Jones. There is a play button icon at the bottom right of the 'Compare' menu.

A blue arrow points from the 'Compare' menu to the text 'Fold & unfold chart menu items'.

## News

Alpha Plan's news widget gives you live streaming headlines from different online news sources. If there is an important news story in business, around the world, it will probably going to show up in the Live News tape. You can click on the headline to get the full story. You can also link your watch list with the news feeds, so that every time you want to know the latest news about a security, you can just click on it from the watch list to see updated news headlines.

# Alpha Plan User Guide

Link News feed with watchlist

Widget Settings

Maximize and restore down widget

alpha plan Demo  
Market Status: Open

New York London Tokyo

S&P 500 2,658.16 -3.99% (-1.99%)  
NASDAQ 4,711.27 -8.17% (-1.99%)  
DOW 17,772.98 -41.00% (-0.23%)

John Watson  
Account 833

Excess 1,000,000.00  
Account Value 1,000,000.00  
Buying Power 1,000,000.00

FT 47.02 -0.1050 (-0.22%) ↓ MU 30.59 -0.3050 (-0.99%) ↓ UTX 120.35 -0.10 (-0.08%) ↓ ARII 50.73 -0.97 (-1.89%) ↓ BAC 15.92 -0.17 (-1.06%) ↓ BK 37.27 -1.45 (-3.74%) ↓

Dashboard Trade Market Watch Options Analyze My Stocks Orders Account My Charts My Stock News Add Widget

News

Symbol: AAPL

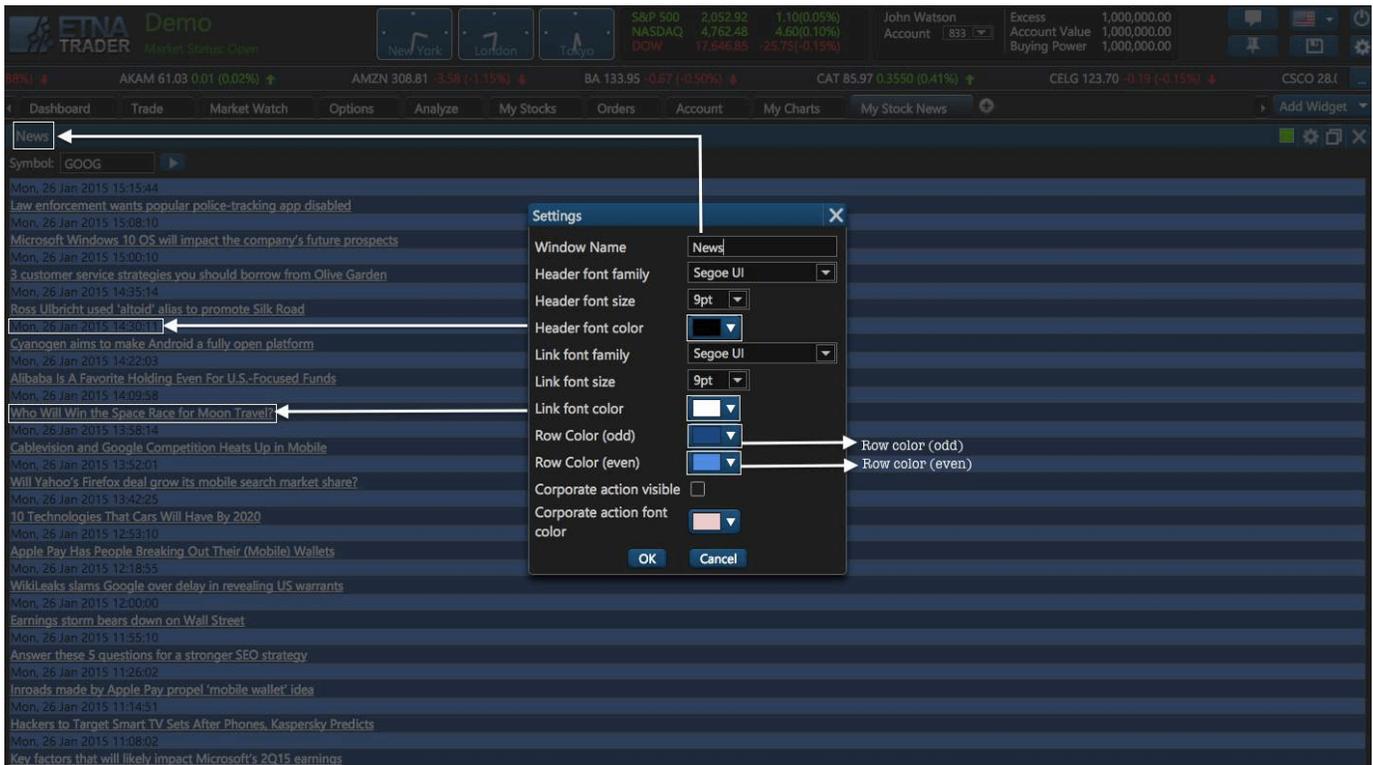
Fri, 23 Jan 2015 10:39:38  
Apple's Tim Cook got \$9.2M in 2014, an eighth of what retail boss Angela Ahrendts made  
Fri, 23 Jan 2015 10:16:24  
App Wars: Does the little guy have a chance against Facebook, Apple & Google?  
Fri, 23 Jan 2015 09:54:33  
It's Going To Be A Big Problem If The Apple Watch Can't Even Last A Day  
Fri, 23 Jan 2015 09:30:02  
Zacks Investment Ideas feature highlights: Apple, Amazon, Yahoo, Disney and Twitter - Press Releases  
Fri, 23 Jan 2015 09:30:02  
Zacks Rank #1 Additions for Friday - Tale of the Tape  
Fri, 23 Jan 2015 09:22:05  
The Zacks Analyst Blog Highlights: Microsoft, Apple, Google and Alibaba Group Holding - Press Releases  
Fri, 23 Jan 2015 09:22:05  
Apple Watch battery is just OK, averaging 19 hours of use per charge  
Fri, 23 Jan 2015 09:12:25  
Apple CEO's compensation more than doubles in banner year for smartphone giant  
Fri, 23 Jan 2015 09:08:29  
Photos Of Apple's Next MacBook Air Might Have Just Leaked  
Fri, 23 Jan 2015 09:00:23  
FY 15 First Quarter Results Conference Call  
Fri, 23 Jan 2015 08:44:00  
Apple's iOS 8 Crisis Continues With Controversial New Bug  
Fri, 23 Jan 2015 08:41:00  
Starbucks' Seemingly Perfect Holiday Season May Not Have Been So Perfect  
Fri, 23 Jan 2015 08:30:01  
Is a Surprise Coming for Apple (AAPL) This Earnings Season? - Tale of the Tape  
Fri, 23 Jan 2015 08:02:00  
Tim Cook on his way to the billionaire club  
Fri, 23 Jan 2015 07:49:52  
Why This Hedge Fund Manager Is Pair Trading Apple & Microsoft  
Fri, 23 Jan 2015 07:41:00  
Actually the Apple CEO made over \$100 million in 2014 not \$9.2 million  
Fri, 23 Jan 2015 06:30:05  
Chart: Demand for Apple's iPhone 6/6+ stays strong

Watchlist

Symbol	Company Name	Last	Bid	Ask
AA	Alcoa Inc	15.83	15.82	15.83
AAON	AAON Inc	22.44	22.42	22.47
AAPL	USD - APPLE Inc	112.20	112.21	112.27
ABT	USD - ABBOTT LABORATORIES	44.06	44.06	44.07
ABX	Barrick Gold Corp	12.58	12.57	12.58
ADBE	Adobe Systems Inc	73.79	73.79	73.80
AGYS	USD - AGILYSYS Inc	10.88	10.88	10.94
AKAM	Akamai Technologies Inc	61.01	60.97	61.03
AMGN	USD - AMGEN INC	159.24	159.20	159.27
AMZN	USD - AMAZON.COM INC	313.73	313.71	313.85
ANF	Abercrombie & Fitch Co	26.88	26.87	26.88
AON	Aon plc	95.21	95.20	95.23
APA	USD - APACHE CORPORATION	65.05	65.03	65.05
APB	USD - ASIA PACIFIC FUND	11.49	11.52	11.72
ARI	American Railcar Industries	50.73	50.57	50.72
AUMN	Golden Minerals Co	0.6164	0.6126	0.62
AV	Aviva PLC ADS	16.20	16.18	16.19
AXP	USD - AMERICAN EXPRESS COMPANY	85.04	85.03	85.05
B	Barnes Group Inc	35.56	35.54	35.58
BA	USD - BOEING COMPANY	135.53	135.50	135.54
BAC	USD - BANK OF AMERICA Corp	15.92	15.92	15.93
BBRY	BlackBerry Ltd	10.93	10.93	10.94
BDDB	Boulder Brands	10.49	10.49	10.52
BEAT	BioTelemetry	10.26	10.25	10.30

100 rows per page

You can customize the News widget using **Settings**. The News Settings enable you to edit and customize the interface of your news feeds.



## Trade Ticket

ETNA Trader enables you to execute trades in different ways.

**Trade Ticket:** You can add the widget Trade Ticket to place an order. By using the widget Trade Ticket, you can place **three types of trades**: Simple, OTO or OCO. To place an order, you enter the symbol name, number of shares, the exchange market (auto, Nasdaq, NYSE, KNIGHT), **order type** (Market, Limit, Stop, Stop Limit, Trailing Stop, Trailing Stop Limit) and the duration of the trade: Day or Good Till Canceled. You can place your order right after you finish filling the entries of the ticket.

## Types of Trades

- Simple

**Trade Ticket**

Simple OTO OCO

Symbol   Shares   Exchange

Order Type

Duration   All or none  Price

Symbol	Last	-	Change	-
Volume	-	Bid	-	Ask

- **OTO: One Triggers the Other**

A one triggers the other orders involves two orders—a primary order and a secondary order. The primary order may be a live order at the marketplace. The secondary order, held in a separate order file,

Trade Ticket

Simple **OTO** OCO

The first order triggers the second one

Part 1

Symbol   Shares  Exchange

Order Type

Duration   All or none  Price =

Symbol	Last	-	Change	-
Volume	-	Bid	-	Ask

Part 2

Symbol   Shares  Exchange

Order Type

Duration   All or none  Price =

Symbol	Last	-	Change	-
Volume	-	Bid	-	Ask

- **OCO: One Cancel the Other**

A one-cancels-the-other order (OCO) combines a stop order with a limit order on an automated trading platform. When either the stop or limit level is reached and the order executed, the other order will be automatically canceled.

**Trade Ticket**

Simple   OTO   **OCO**

The first order cancels the second one

Part 1

Symbol   Shares  Exchange

Order Type

Duration   All or none  Price =

Symbol	Last	-	Change	-
Volume	-	Bid	-	Ask

Part 2

Symbol   Shares  Exchange

Order Type

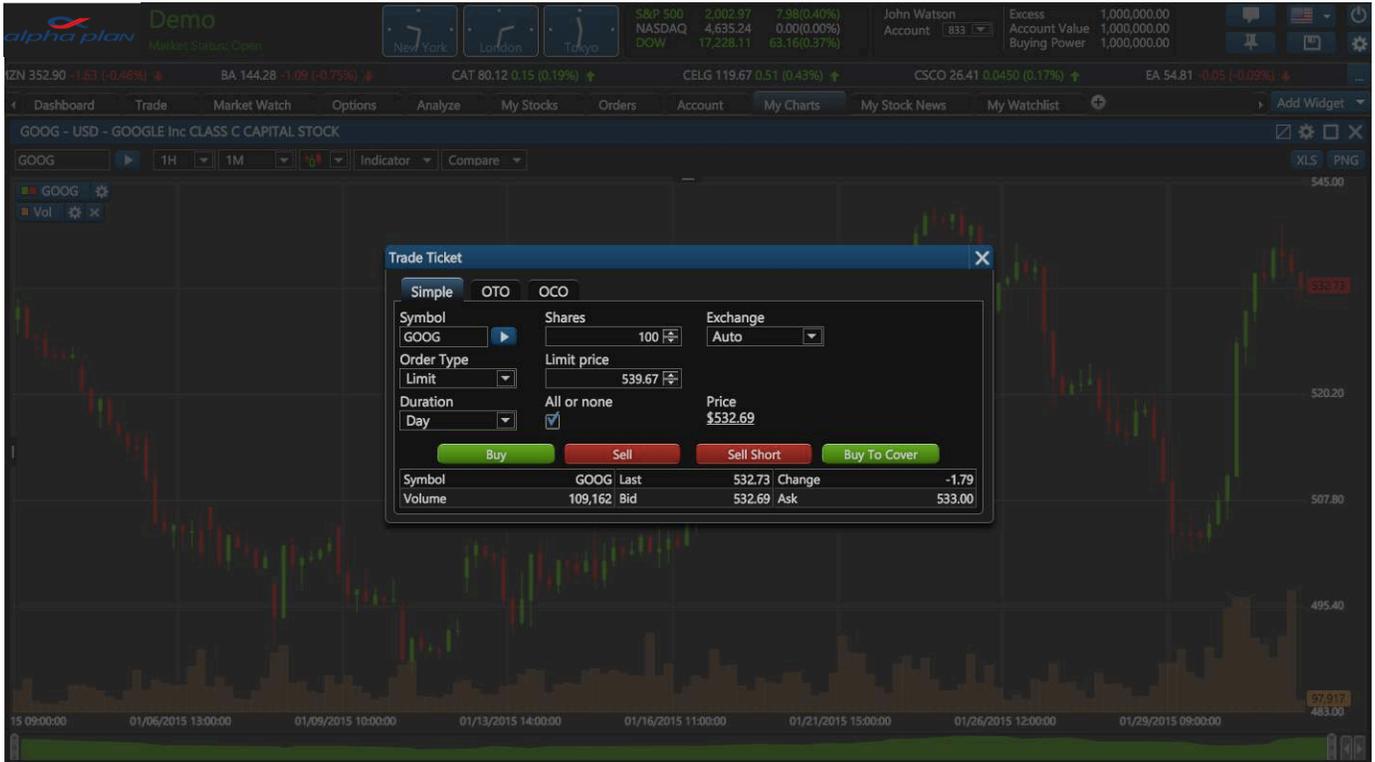
Duration   All or none  Price =

Symbol	Last	-	Change	-
Volume	-	Bid	-	Ask

## Types of Orders

**Chart:** You can intuitively place and manage trades directly on a chart. Once clicking on the candlestick, the trade ticket pops up so you can place your order.

# Alpha Plan User Guide



## Watchlist

Alpha Plan's watchlist is designed to be sortable and filterable to help traders make decisions quicker (this is especially important when trading options as it helps determine the entry strategy). You can create your own watch list based on which groupings of stocks you would like to see in one view (available in demo mode). The graphs below show the steps of creating your own watch list (ex: My Technology watch list)

**Step 1 Create a new watchlist:** Click on the plus sign to create and add a new watchlist

The screenshot displays the Alpha Plan software interface. At the top, there is a navigation bar with tabs for Dashboard, Trade, Market Watch, Options, Analyze, My Stocks, Orders, Account, My Charts, My Stock News, and My Watchlist. The 'My Watchlist' tab is currently selected. Below the navigation bar, there is a 'Watchlist' section with a dropdown menu set to 'Stocks' and a plus sign icon to the right. Below this, a table lists various stocks with the following columns: Symbol, Company Name, Last, Bid, Ask, and Change %.

Symbol	Company Name	Last	Bid	Ask	Change %
AA	Alcoa Inc	15.89	15.88	15.89	1.51 ▲
AAON	AAON Inc	22.19	22.16	22.22	1.74 ▲
AAPL	USD - APPLE Inc	117.55	117.54	117.55	0.33 ▲
ABT	USD - ABBOTT LABORATORIES	44.68	44.67	44.68	-0.18 ▼
ABX	Barrick Gold Corp	12.92	12.92	12.93	1.10 ▲
ADBE	Adobe Systems Inc	70.39	70.37	70.40	0.37 ▲
AGYS	USD - AGILYSYS Inc	10.35	10.34	10.36	-0.29 ▼
AKAM	Akamai Technologies Inc	57.90	57.88	57.90	-0.44 ▼
AMGN	USD - AMGEN INC	150.68	150.67	150.72	-1.04 ▼
AMZN	USD - AMAZON.COM INC	361.33	361.24	361.35	1.92 ▲
ANF	Abercrombie & Fitch Co	25.14	25.13	25.14	-1.49 ▼
AON	Aon plc	90.65	90.62	90.67	0.67 ▲
APA	USD - APACHE CORPORATION	64.57	64.55	64.57	3.20 ▲
APB	USD - ASIA PACIFIC FUND	11.26	11.26	11.31	0.72 ▲
ARII	American Railcar Industries	50.74	50.55	50.74	1.08 ▲
AUMN	Golden Minerals Co	0.5356	0.5432	0.55	-4.36 ▼
AV	Aviva PLC ADS	15.96	15.96	15.98	0.45 ▲
AXP	USD - AMERICAN EXPRESS COMPANY	81.49	81.48	81.50	0.99 ▲
B	Barnes Group Inc	34.86	34.82	34.87	1.48 ▲
BA	USD - BOEING COMPANY	144.32	144.32	144.35	-0.72 ▼
BAC	USD - BANK OF AMERICA Corp	15.32	15.31	15.32	1.09 ▲
BBRY	BlackBerry Ltd	9.92	9.91	9.92	-2.27 ▼
BDDB	Boulder Brands	9.81	9.79	9.81	-2.19 ▼
BEAT	BioTelemetry	9.68	9.67	9.68	-2.07 ▼

At the bottom of the table, there are navigation controls including arrows, a page number '1', and a dropdown menu set to '100 rows per page'.

## Step2 Name your new watchlist:

When click on **+** , a small box pops up asking you to put the name of the your new watchlist.



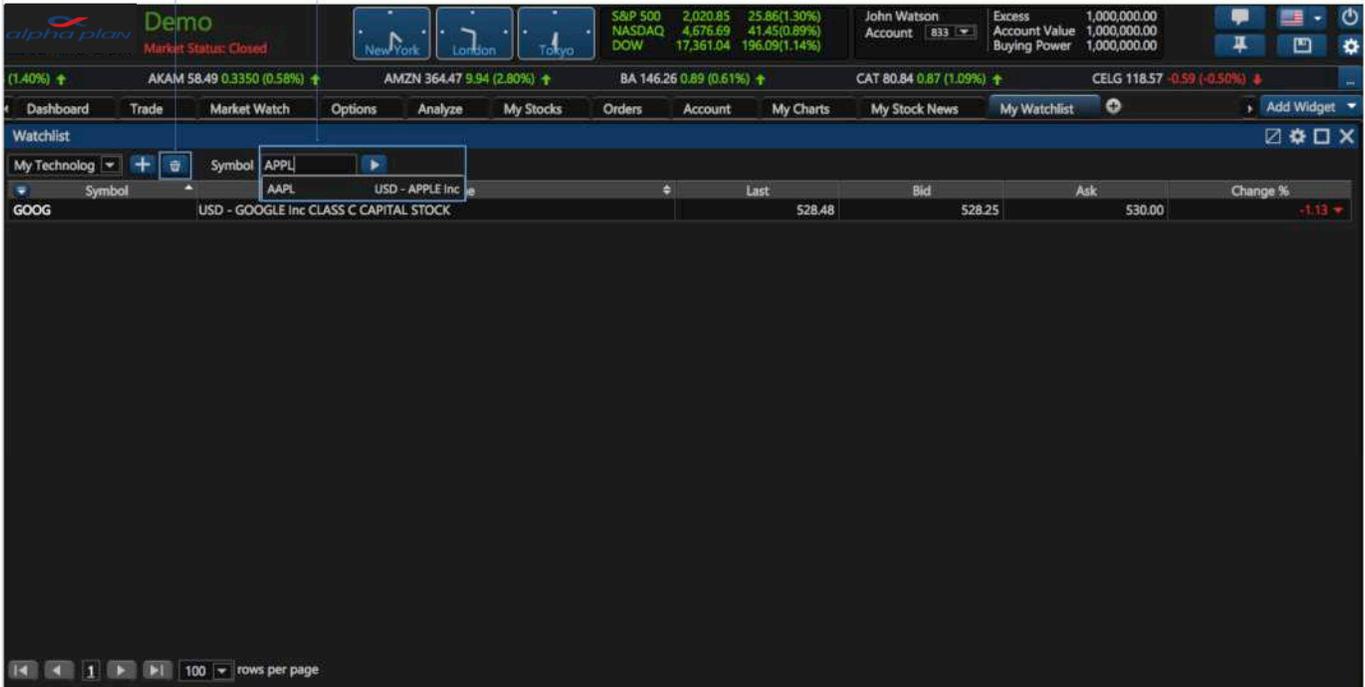
The dialog box has a dark blue header with the text "Create New Watch List" and a close button (X) on the right. Below the header, the label "Name:" is followed by an empty text input field. At the bottom, there are two buttons: "Create" and "Cancel".

The dialog box is identical to the one above, but the text input field now contains the text "My Technology Watch".

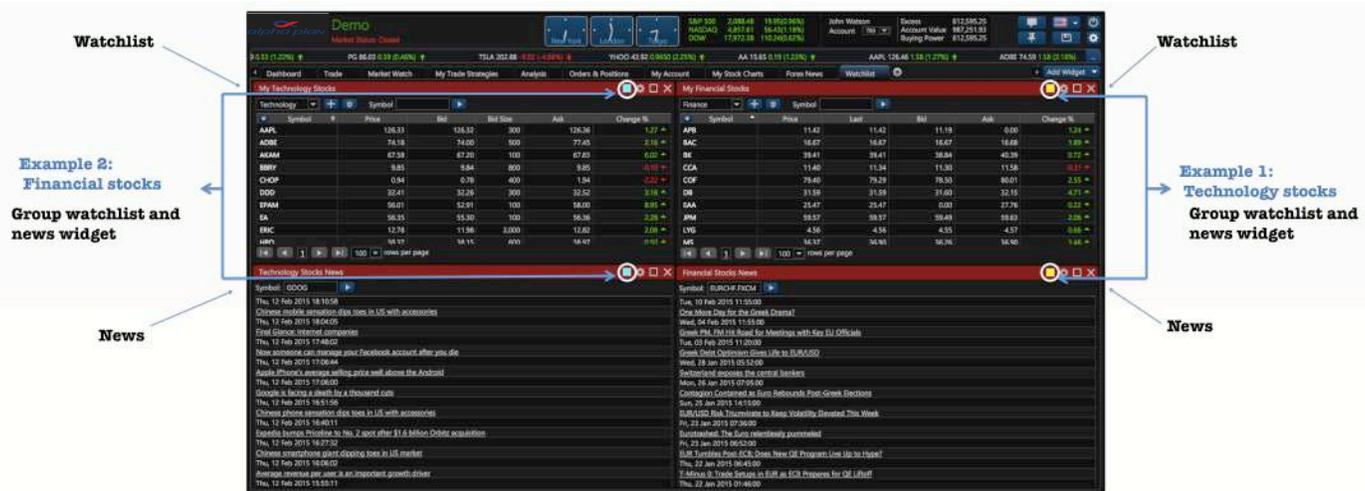
# Alpha Plan User Guide

**Delete watchlist:** You can delete any created watchlist

**Step3: Type the symbol of the security**  
Write the name of the security in the symbol space to be added to your new watchlist



You can link the News widget with your watchlist or vice versa. Every watch list created can be linked with its News widget. You can create different watchlist and link each to a different News widget. You can also customize the information and the layout and of the watchlist you create, through the settings, as it shows in the post below.

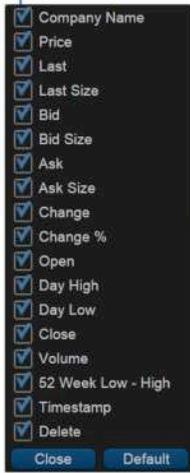


You can add and remove the components that you want to keep track of in the platform by using **Manage Columns** in the watchlist widget.

By clicking on manage column sign 

You can see all the components of the Watchlist. You can choose to keep or remove a component by either click or unclick it in the list

Components of Watchlist



Symbol	Company Name	Price	Last	Last Size	Bid	Bid Size	Ask	Ask Size	Change	Change %	Open	Day High	Day Low	Close	Volume	52 Week Low - High	Timestamp
AA	Company Name	126.28	126.66	89	126.35	100	126.38	500	1.58	1.27	126.08	127.68	125.57	124.88	74,405,122	0.00 - 0.00	17:53:27
C	Price	30.88	30.99	1	30.80	200	30.87	500	1.23	2.24	30.54	31.09	29.77	29.98	28,202,217	0.00 - 0.00	17:58:07
LD	Last	32.52	32.41	50	32.25	100	32.22	100	1.00	3.18	31.21	33.17	31.03	31.41	4,340,180	0.00 - 0.00	17:55:56
LD	Last Size	179.65	178.84	228	179.65	100	179.84	800	1.14	0.64	179.27	179.89	179.00	176.70	3,741,880	0.00 - 0.00	17:51:33
GO	Bid	543.00	543.80	200	543.10	200	544.87	100	8.90	1.30	537.25	544.82	544.87	535.87	1,402,510	0.00 - 0.00	17:56:53
AA	Ask	15.63	15.63	9	15.61	900	15.63	300	0.18	1.23	15.71	15.79	15.54	15.46	19,334,269	0.00 - 0.00	17:50:28
AA	Ask Size	23.40	23.40	42	23.50	900	23.71	100	0.50	2.18	23.10	23.49	23.08	23.10	87,538	0.00 - 0.00	16:46:05
AA	Change	45.20	45.22	5	44.74	100	45.20	300	0.26	0.63	45.04	45.25	44.89	44.83	4,018,872	0.00 - 0.00	16:58:12
AA	Change %	32.86	32.83	2	32.30	100	32.38	100	0.19	1.83	32.32	32.82	31.93	31.94	11,927,289	0.00 - 0.00	16:14:48
AA	Open	74.18	74.59	2,024	74.00	500	73.24	100	1.30	2.18	72.80	74.75	72.21	73.01	2,243,474	0.00 - 0.00	17:08:02
AA	Day High	10.22	10.22	15	0.00	0	10.24	200	0.01	0.10	10.29	10.94	10.20	10.21	16,435	0.00 - 0.00	16:46:05
AA	Day Low	87.38	87.59	100	87.38	100	87.81	1,000	0.32	0.36	84.25	87.70	83.80	83.75	4,207,618	0.00 - 0.00	17:47:48
AA	Volume	153.15	153.18	50	152.60	1,000	154.00	100	0.67	0.65	154.83	154.88	153.12	153.11	2,483,775	0.00 - 0.00	17:49:41
AA	52 Weeks Low - High	377.15	377.17	178	376.84	200	377.20	100	2.03	0.54	375.10	378.91	375.14	375.14	2,790,800	0.00 - 0.00	17:53:47
AA	Timestamp	25.25	25.23	95	24.82	100	25.54	100	0.71	2.91	24.74	25.52	24.51	24.51	1,482,596	0.00 - 0.00	16:54:27
AA	Delete	100.29	100.74	1,540	99.38	100	100.27	100	0.98	0.98	100.00	100.80	99.80	100.08	1,827,285	0.00 - 0.00	17:58:25
AA	Close	64.53	64.58	100	64.60	100	64.78	100	0.19	0.29	65.98	67.57	64.82	64.75	7,347,778	0.00 - 0.00	17:52:40
AA	Open	11.42	11.42	0	11.19	1,000	0.00	0	0.14	1.24	11.23	11.42	11.23	11.28	13,182	0.00 - 0.00	16:46:05
AA	Day High	54.72	54.72	16	51.83	100	55.60	200	0.28	0.51	54.97	56.34	54.42	54.44	181,480	0.00 - 0.00	16:40:59
AA	Day Low	0.3002	0.3002	0	0.47	1,000	0.88	8,000	10.032	2.08	0.48	0.51	0.49	0.49	24,832	0.00 - 0.00	16:00:00
AA	Volume	18.74	18.73	19,785	18.60	100	18.60	1,000	0.42	2.38	18.70	19.76	18.68	18.61	138,493	0.00 - 0.00	17:17:18
AA	52 Weeks Low - High	80.20	80.48	17	80.87	1,000	80.50	100	0.19	0.39	80.00	81.51	80.00	80.01	82,697,288	0.00 - 0.00	17:58:25
AA	Delete	36.96	36.96	95	33.13	100	33.10	100	0.25	1.79	36.28	37.14	36.63	36.21	180,880	0.00 - 0.00	16:40:59
AA	Open	148.03	148.09	1,780	147.60	100	148.11	200	0.11	0.11	148.26	148.57	147.82	147.92	2,996,761	0.00 - 0.00	17:58:01
AA	Day High	16.88	16.87	200	16.48	10,000	16.89	4,800	0.21	1.85	16.41	16.73	16.27	16.36	116,342,066	0.00 - 0.00	17:58:17
AA	Day Low	9.85	9.86	1,000	9.86	1,000	9.87	800	0.01	0.01	9.87	10.05	9.83	9.87	5,769,717	0.00 - 0.00	17:49:35
AA	Volume	10.40	10.40	101	10.00	200	12.21	100	0.19	1.36	10.22	10.42	10.22	10.24	203,890	0.00 - 0.00	16:40:59
AA	52 Weeks Low - High	10.78	10.78	44	10.34	100	11.20	100	0.19	1.36	10.23	10.41	10.10	10.11	111,187	0.00 - 0.00	16:40:59
AA	Delete	63.38	63.38	11,273	62.33	400	62.48	200	0.70	1.28	62.27	62.85	62.05	62.05	4,081,475	0.00 - 0.00	17:32:46
AA	Open	39.41	39.41	6,079	38.84	100	39.19	100	0.28	0.72	39.23	39.55	39.20	39.13	7,692,365	0.00 - 0.00	16:46:55
AA	Day High	59.47	59.48	1,586	59.23	100	59.54	1,000	0.17	0.29	59.63	59.76	59.21	59.21	4,537,200	0.00 - 0.00	17:08:02
AA	Day Low	12.07	12.07	18	12.00	500	12.30	100	0.18	1.26	11.87	12.25	11.87	11.82	10,142	0.00 - 0.00	16:40:59
AA	Volume	149.81	149.79	9,248	149.65	400	149.84	200	0.11	0.07	150.00	150.41	149.38	149.88	2,408,540	0.00 - 0.00	16:36:55
AA	52 Weeks Low - High	30.25	30.84	95	30.50	1,000	30.94	100	0.12	0.17	30.50	30.93	30.40	30.47	1,313,100	0.00 - 0.00	17:58:25

## Orders

Before you start conquering the world of trading, Alpha Plan gives you the chance to users to trade with virtual money for product evaluation, trading educational or to test their trading strategy to experience the full range of Alpha Plan's trading capabilities in a real-time market environment, without risking any of your own money. All customers will start with USD 1,000,000 of paper trading. You can use all Alpha Plan's order types, trade all securities available in your demo account. Every trade entered into your Alpha Plan's paper trading account will not actually execute on any exchange or settle at a clearing house. However, the price of your executions will be determined by real market prices and sizes.

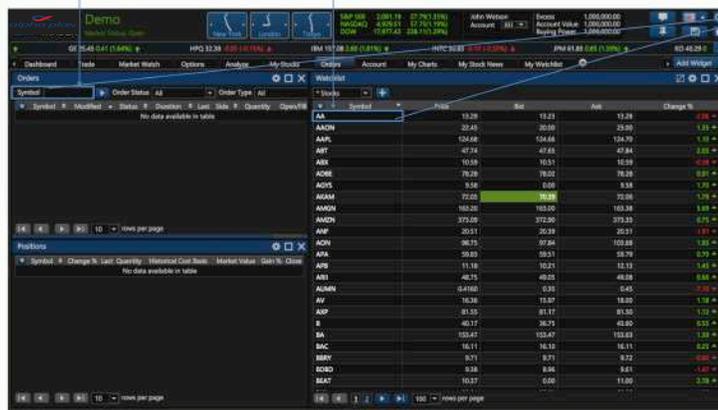
## Create an order

There are two ways to create an order on Alpha Plan's platform:

1. **Option 1:** type in the symbol in the box in the upper left side of the order widget
2. **Option 2:** click on the symbol from your watchlist

**Option 1:** Type in the symbol in order widget

**Option 2:** Click on the symbol from watchlist



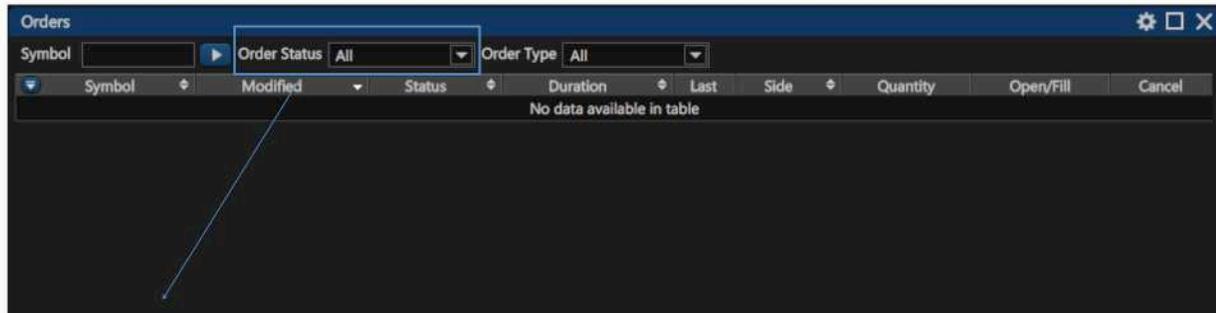
**Trade Ticket:** Either you click on the symbol in the watchlist, or type it in order widget, the trade ticket window pops



## Status of orders

### Order Status

These are all the different order status you can use when you place an order. You will find them in the order widget



### Order Status

- All
- All
- New
- Canceled
- Done For Day
- Filled
- Expired
- Rejected
- Partially Filled
- Suspended

**New** - Outstanding order with no executions

**Canceled** - Canceled order with or without executions

**Done For Day** - Order not, or partially, filled; no further executions forthcoming

**Filled** - Order completely filled, no remaining quantity

**Expired** - Order has been canceled in broker's system due to time in force instructions

**Rejected** - Order has been rejected by broker. NOTE: An order can be rejected subsequent to order acknowledgment, i.e. an order can pass from New to Rejected status

**Partially Filled** - Outstanding order with executions and remaining quantity

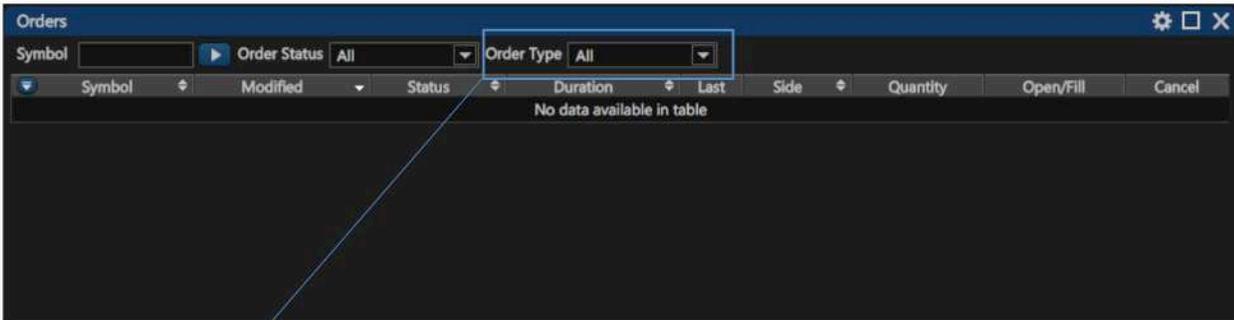
**Suspended** - Order has been placed in suspended state at the request of the client

## Types of orders

Users can set the type of order they want to place from Trade Ticket, Option Ticket widgets, or popups trade ticket when they click on the symbol from the watchlist or a chart.

## Order Type

These are the different order types available for the user to place orders



### Order Type

- All
- Market
- Limit
- Stop
- Stop Limit
- Trailing Stop
- Trailing Stop Limit

#### Type:

- 0 - Market
- 1 - Limit
- 2 - Stop
- 3 - Stop Limit

#### InitialType:

- 19 - Trailing Stop
- 20 - Trailing Stop Limit

#### TrailingStopAmountType:

- 0 - \$ Trailing Amount
- 1 - % Trailing Amount

#### TrailingLimitAmountType:

- 0 - \$ Limit Offset
- 1 - % Limit Offset

## Sides of orders

### Sides of orders

Symbol	AA	Last	13.29	Change	-0.28
Volume	29,822,031	Bid	13.24	Ask	13.29

**Buy** (Buy To Open for options and spreads) - open a long position

**Sell** (Sell To Close for options and spreads) - close an existing long position

**Sell Short** (Sell To Open for options and spreads) - open a short position

**Buy To Cover** (Buy To Close for options and spreads) - close an existing short position

# Alpha Plan User Guide

## Duration of orders

**Duration** means how long an order will remain in the market until it is canceled. Users can set their preferred duration from Trade Ticket, Option Ticket widgets or popups trade ticket when they click on the symbol from the watchlist or a chart.

1. Day - A day order automatically expires at the end of the regular trading session if it has not been executed.
2. GTC - Good-till-Canceled - An order that lasts until it's completed or it's canceled.

## Orders widget features:

1. **Column Manager:** Users can add or remove columns they need
2. **Order filter:** Users are able to sort your orders list by: symbol, order status, order type
3. Last added order will be shown even if you set a filter that isn't suitable for a new added order

**Order filter:** Users are able to sort your orders list by: symbol, order status, order type

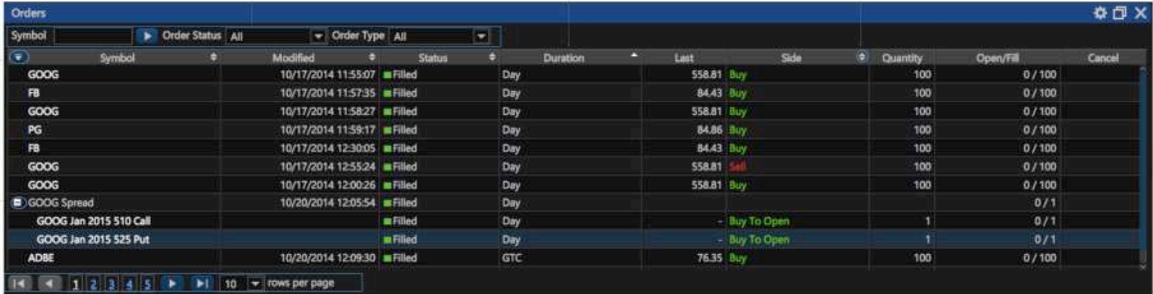
**Duration:** Day or GTC (good-Till-Canceled)

Reorder the components of your placed orders

**Column Manager:** You can add and remove the components that you want to keep track of in the platform by using Manage Columns in the Order widget.

**Spread:** Security name + "Spread"

**Paging:** Users can display up to 100 rows per page



Symbol	Modified	Status	Duration	Last	Side	Quantity	Open/Fill	Cancel
GOOG	10/17/2014 11:55:07	Filled	Day	558.81	Buy	100	0 / 100	
FB	10/17/2014 11:57:35	Filled	Day	84.43	Buy	100	0 / 100	
GOOG	10/17/2014 11:58:27	Filled	Day	558.81	Buy	100	0 / 100	
PG	10/17/2014 11:58:17	Filled	Day	84.86	Buy	100	0 / 100	
FB	10/17/2014 12:30:05	Filled	Day	84.43	Buy	100	0 / 100	
GOOG	10/17/2014 12:55:24	Filled	Day	558.81	Sell	100	0 / 100	
GOOG	10/17/2014 12:00:26	Filled	Day	558.81	Buy	100	0 / 100	
GOOG Spread	10/20/2014 12:05:54	Filled	Day				0 / 1	
GOOG Jan 2015 510 Call		Filled	Day		Buy To Open	1	0 / 1	
GOOG Jan 2015 525 Put		Filled	Day		Buy To Open	1	0 / 1	
ADBE	10/20/2014 12:09:30	Filled	GTC	76.35	Buy	100	0 / 100	

Symbol	Order Status	Order Type
GOOG		All
FB		All
GOOG		All
PG		All
FB		All
GOOG		All
GOOG		All
GOOG Spread		All
GOOG Jan 2015 510 Call		All
GOOG Jan 2015 525 Put		All
ADBE		All

Symbol	Modified	Status
GOOG	10/17/2014 11:55:07	Filled
FB	10/17/2014 11:57:35	Filled
GOOG	10/17/2014 11:58:27	Filled
PG	10/17/2014 11:59:17	Filled
FB	10/17/2014 12:30:05	Filled
GOOG	10/17/2014 12:55:24	Filled
GOOG	10/17/2014 12:00:26	Filled
GOOG Spread	10/20/2014 12:05:54	Filled
GOOG Jan 2015 510 Call		Filled
GOOG Jan 2015 525 Put		Filled
ADBE	10/20/2014 12:09:30	Filled

- Id
  - Created
  - Modified
  - Executed
  - Status
  - Duration
  - Historical Cost Basis
  - Last
  - Price
  - Description
  - Limit
  - Stop
  - AON
  - Type
  - Side
  - Quantity
  - Open/Fill
  - Exchange
  - Replace
- Close Default

### Order components:

The widget displays a list of components that the user can either choose to add them all, or add the ones he prefers

## Positions

Once an order is placed in the market, the user will be able to see it on the position widget. Users can manage the components they want to see in their position widget.

**Positions widget features:**

## Alpha Plan User Guide

1. **Column Manager:** With Column Manager you can add/remove columns that you are needed.
2. **Related orders:** With related orders the user can see every transaction (each order which formed a position) in a position. You can switch it on in the Settings popup.
3. **Closed position:** will be displayed until a new trading session starts (Clearing imitation).

Positions	Symbol	Change %	Last
	AAPL	1.04 ▲	127.21
	BBRY	0.11 ▲	9.52
	GOOG	-0.28 ▼	558.81
	IBM	1.07 ▲	164.63
	JPM	-0.99 ▼	61.14
	PG	0.14 ▲	84.86
	SCTY	-0.22 ▼	49.78
	UTX	-0.65 ▼	118.68
	VIPS	0.53 ▲	28.56
	YHOO	-0.71 ▼	44.72

- Company Name
- Change
- Change %
- Bid
- Ask
- Last
- Price
- Quantity
- Historical Cost Basis
- Daily Cost Basis
- Market Value
- Gain
- Gain %
- Realized PL
- Create Date
- Modify Date
- Security Type

Close Default

### Position components:

Like orders, the position widget displays a list of components that the user can either choose to add them all, or add the ones he prefers

**Company Name:** Company name or definition for a security

**Change:** Difference between close price (price for previous trading session) and last price.  $\text{Change} = \text{Last} - \text{Close}$

**Change %** =  $100 * (\text{Last} - \text{Close}) / \text{Close}$

**A bid price** is the highest price that a buyer (i.e., bidder) is willing to pay for a good.

**Ask price** is the price a seller states she or he will accept for a good.

**Last** means the last trade reported to the platform, or the most recent price available. Last is changed only at market hours\*

**Price** means current instrument price. Price is changed at pre/post-market and market hours\*

**Quantity** is the amount of shares

**Historical Cost Basis** is  $P_1 * \text{Quantity}_1 + \dots + P_n * \text{Quantity}_n / \text{SumQuantity}$ , where  $P$  = Historical Cost Basis from Orders widget;  $\text{SumQuantity} = \text{Quantity}_1 + \dots + \text{Quantity}_n$

**Daily Cost Basis** is  $P_1 * \text{Quantity}_1 + \dots + P_n * \text{Quantity}_n$ , where  $P$  = Historical Cost Basis from Orders widget

**Market Value** is  $\text{last} * \text{Quantity}$

**P/L Open** is  $(\text{Last} - \text{Historical Cost Basis}) * \text{Quantity}$

**Realized P/L (Profit and Loss)** refers to profit or loss on a completed trade. This means a position which has been initiated and then closed. It also includes any and all fees and commissions associated with the transaction.

**Create Date** is the date of a position created

**Modify Date** is Date of a position modification (modification means any position's modification for e.g. closing; buy shares to a position or sell shares of a position).

**Security Type** is the type of a security in position (for e.g. Common Stock, Option)

<input type="checkbox"/>	Company Name
<input checked="" type="checkbox"/>	Change
<input checked="" type="checkbox"/>	Change %
<input checked="" type="checkbox"/>	Bid
<input checked="" type="checkbox"/>	Ask
<input checked="" type="checkbox"/>	Last
<input type="checkbox"/>	Price
<input checked="" type="checkbox"/>	Quantity
<input checked="" type="checkbox"/>	Historical Cost Basis
<input type="checkbox"/>	Daily Cost Basis
<input checked="" type="checkbox"/>	Market Value
<input type="checkbox"/>	Gain
<input checked="" type="checkbox"/>	Gain %
<input checked="" type="checkbox"/>	Realized PL
<input checked="" type="checkbox"/>	Create Date
<input checked="" type="checkbox"/>	Modify Date
<input checked="" type="checkbox"/>	Security Type
<input type="button" value="Close"/>	
<input type="button" value="Default"/>	

## Market Depth

when there are several rows with the same value, same color is used.

Alpha Plan's Market Depth provides the following functionality:

- Shows equity order book
- Shows quote for selected symbol
- Shows details about stream of orders for selected symbol

best bid/ask

Second best bid/ask (after the top)

Third best bid/ask (after the second)

Fourth best bid/ask (after the third)

Market Depth									
Symbol		Last	Change	Change %	High	Low	Volume		
GOOG		553.16	↑1.14	↑0.21%	553.76	546.72	396,855		
MMID	Bid	Size	MMID	Ask	Size	Price	Size	Time	
NSDQ	553.03	100	CHXE	550.52	100	553.16	50	10:52:35	
EDGX	553.01	100	BOOK	553.08	50	553.16	300	10:52:29	
ARCX	552.98	600	EDGX	553.30	200	553.23	94	10:52:19	
BATS	552.98	100	ARCX	553.30	400	553.23	100	10:52:19	
BATY	552.97	100	BATY	553.37	100	553.18	15	10:52:19	
EDGA	552.66	100	NSDQ	553.40	5	553.18	100	10:52:19	
PHLX	552.56	100	UBSS	553.50	600	552.91	56	10:52:19	
UBSS	552.00	250	BATS	553.52	100	552.91	10	10:52:19	
BOSX	550.77	100	BOSX	555.41	100	552.91	18	10:52:11	
BOOK	550.61	15	MSCO	563.66	100	552.91	16	10:52:06	
CHXE	548.51	200	IMCC	567.93	100	552.91	11	10:52:01	
IMCC	531.04	100	SUFI	571.95	100	552.91	45	10:52:00	
MSCO	530.44	100	EDGA	571.95	100	552.91	6	10:52:00	
XGWD	526.93	100	SUSQ	571.95	100	552.91	99	10:52:00	
SUFI	526.92	100	SSUS	571.95	100	552.91	50	10:52:00	
SUSQ	526.92	100	XGWD	572.06	100	552.91	37	10:52:00	
SSUS	526.92	100	PHLX	580.44	100	552.91	100	10:52:00	
CDRG	519.76	100	CDRG	580.44	100	552.73	3	10:52:00	
GSCO	513.96	100	SBSH	585.84	100	552.73	5	10:52:00	
SBSH	508.81	100	RBCM	591.32	100	552.73	50	10:52:00	
OTAA	503.99	100	OPCO	591.32	100	552.73	5	10:52:00	
WBLR	503.35	100	NEED	591.32	100	552.73	45	10:52:00	
DBAB	503.35	100	DBAB	591.32	100	552.73	50	10:52:00	
ATDF	503.35	100	ATDF	591.32	100	552.73	5	10:51:53	
ETMM	503.35	100	ETMM	591.32	100	552.73	40	10:51:44	

## Managing Options

Option chain

Profit/loss calculator

Probability Calculator

## Greeks

Various sophisticated hedging strategies are used to neutralize or decrease the effects of risk when taking a position in an option.

**Greeks**

Implied Volatility	24.75%
Δ	0.7483
Γ	0.0019
Θ	-0.0485
V	2.1565
P	4.6358

**Profit/loss calculator**

**Probability Calculator**

## Calls and Puts

The two types of options are calls and puts: calls and puts.

There are four types of participants in options markets depending on the position they take:

1. Buyers of calls
2. Sellers of calls
3. Buyers of puts
4. Sellers of puts

### Types of actions

**Action**

- Sell To Open
- Buy To Open
- Sell To Close
- Sell To Open
- Buy To Close

**Action**

- Buy To Open
- Sell To Close
- Sell To Open
- Buy To Close

**Option Ticket**

Symbol: GOOG

Leg Type	Action	Qty	Expiry	Strike	Call/Put	Bid	Ask
Option	Sell To Open	1	Jan 2017	500	Call	71.10	74.00

Order Type: Limit, Limit price: 71.10

Duration: All or none, Exchange: Auto

Market: \$71.10 Credit

**Option Ticket**

Symbol: GOOG

Leg Type	Action	Qty	Expiry	Strike	Call/Put	Bid	Ask
Option	Buy To Open	1	Jan 2017	510	Call	65.90	68.80

Order Type: Limit, Limit price: 68.80

Duration: All or none, Exchange: Auto

Market: \$68.80 Debit