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Hi my name is Marc Jacobs. I am a Director with Lab49. Today I am going to give a walkthrough of an iPhone application we created to demonstrate real-time P&L for a fictitious hedge fund called Lab49 Capital

In this application, the first thing you see here is the real time P&L for the fund. We can click on it and see the change in dollar amount since the beginning of the trading day, as well as the change in percent, and the time of last update.

This graph, also updated in real-time, is a contribution graph that shows those positions that have advanced since the beginning of the trading day, those that have declined and those that have held relatively steady

This is a line graph that shows the % change since the beginning of the trading day, as you can see this is the evening before. We can zoom in on this graph by rotating the device into landscape mode.

Below that we can see two sections.

The first section is alerts. This can be fed by an RSS feed. It might be used by your operations, or support of back office groups to communicate things like early closes, or position warnings or constraint failures.

Below that we have several different ways of drilling into the P&L. For example, we can drill in by strategy. In this case we get a list of all the different strategies. On each category we have another set of contribution graphs showing the relative advancers, decliners and steadies for that particular strategy. Here we are showing % change but we can actually re-sort this list by total outright position, change in dollar amount or change in %.

If we go back to position, we can actually see a fine watermark, right behind here in light blue. This shows the relative contribution of each strategy towards the fund in total dollar amount.

We can turn the device once again onto its side, and this time we see a bubble chart. In this case the bubble chart shows the change in percent for the day, change in % month-to-date. The size of the bubble actually indicates the total position for that strategy, and the pie chart is another way of viewing that contribution graph.

If we turn it back on its portrait mode, we can zoom in on a particular strategy. On this, we see again the contribution graph on the top, we see some information about the strategy, another line graph as well as real-time ticking information about position, % change, \$ change, and so forth. Once again we can rotate the device on its side and see an enlarged view of the graph.

We can also go back out and zoom into the data in different ways. For example, we can zoom in by industry, country and manager. And each of these has a zoom page where we can see information specifically about that manager.

And that's the demo. Thanks very much.