

Learn to trade before it costs you.

A learning-first paper-trading app for Nepal, India and US stocks. Built in Kathmandu. Live on iPhone, Android and the web.

Every number in this deck is read live from the platform · as of 29 September 2026 · stockyatra.com/investors



THE PROBLEM

Most first-time investors learn the market by losing money to it.

- In Nepal and India, a new investor funds a real account and clicks buy before understanding a stop-loss. The market charges tuition for every lesson.
- Practice tools that exist are English-only, built for US markets, and treat learning as a funnel to a brokerage.
- The result: most beginners quit within months, convinced trading is gambling - and the next cohort repeats it.



A practice ground that runs on the real market - in your language.

- Three boards, one coin wallet: 30 NEPSE, 30 NSE and 30 US stocks on a live-simulated engine anchored to real price levels.
- Real mechanics: market and limit orders, stop-loss, targets, leverage, short selling, P&L - with nothing at stake.
- 117 lessons with explainer videos in Nepali, Hindi and English; a swipeable Watch feed; quizzes.
- A verified-only, moderated community (chat, friends, polls) - no tips, no scams. Weekly leagues, streaks, a daily Bull-or-Bear call.
- Nepal IPO tracker, price alerts, shareable trader profiles. Free, no ads, no fee per trade.



Two months after launch.

1,733

Registered traders

1,181

Placed a trade

68% activation

10,301

Practice trades

1,014

Daily actives

yesterday, NPT

1,090

Active this week

63% of all users

1,178

Trades today

so far

Store launch: August 2026. No paid acquisition to date.



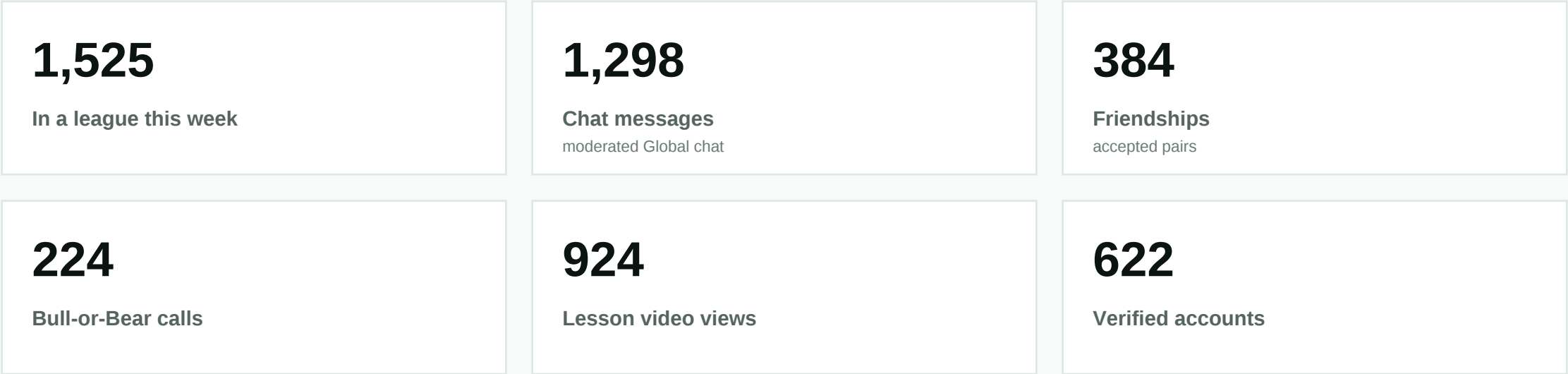
Month on month.

MONTH	NEW TRADERS	VS PREV.	TRADES	VS PREV.
Mar 2026	1	-	12	-
Jul 2026	4	4.0x	14	+17%
Aug 2026	124	31.0x	2,102	150.1x
Sept 2026 (so far)	1,604	12.9x	8,172	3.9x

Sign-ups and practice trades per calendar month, UTC.



It is used, not just installed.



Paper win rate 72% - and we publish why that is misleading. Full behaviour data: stockyatra.com/data



WHAT USERS SAY

4.8 stars on the App Store and Google Play.

"StockYatra is a brilliant app! Virtual coins let you practise trading with zero risk. It makes learning the stock market really easy. Thank you, StockYatra team!"

- Krishna, Android - 5 stars

147 users rewarded for an honest review · reviews are real and public



A market of first-timers, with no practice ground.

- Nepal's retail investor base grew fast with online IPOs and Meroshare; most of those investors have never had a place to practise.
- Every existing simulator is built around US markets and English. NEPSE, NSE and Nepali/Hindi are the gap.
- A market is a market anywhere: the same engine, lessons and community carry to India and beyond - we already run three boards.
- We are in Kathmandu, build everything in-house, and ship weekly. Nobody else is doing this from here.



Free to learn. Paid for by what people choose.

- The app is free with no ads and no fee per trade - the promise that makes it a learning product.
- Revenue: optional coin top-ups (Rs. 100 = 1,000 practice coins), course unlocks, and a cosmetics shop (Yatra Bazaar).
- Coins never become real money. StockYatra is not a broker, exchange or adviser and executes no real trades.
- Next: B2B - practice accounts for brokers' new clients, colleges and financial-literacy programmes; sponsored learning content.



Data, language and community are hard to copy.

- Proprietary behaviour data on first-time investors in Nepal - published in aggregate at stockyatra.com/data, which earns links and trust.
- Content in Nepali and Hindi, with lesson videos, that took months to produce and keeps growing.
- A community with rules (verified-only, no tips, moderators) that people invite friends into.
- One team, one codebase: engine, apps, site, video pipeline and community tools - a meaningful release every week.



What funding buys.

- Lumi, the AI coach: explains your own trades and mistakes in your language.
- The StockYatra Cup: public monthly tournaments with real leaderboards and prizes.
- Verifiable certificates for completed courses; public trader profiles with shareable cards.
- More markets and native features; a stronger first week to turn one-trade sign-ups into thirty-trade learners.
- A small team in Kathmandu: engineering, content in three languages, community and growth.



TALK TO US

Come see the numbers move.

hello@stockyatra.com · stockyatra.com/investors · live data at stockyatra.com/data

StockYatra is built by Lacspace, Kathmandu, Nepal. Educational paper trading only; no real money, ever.

