STOCKYATRA · INVESTOR OVERVIEW

Learn to trade before it costs you.

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

3,394
REGISTERED MEMBERS

37,079
PRACTICE TRADES

31
COUNTRIES



Every platform number in this deck is read live · as of 18 November 2026

THE PROBLEM

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

01 **Tuition paid in losses**

A new investor in Nepal or India funds a real account and clicks buy before understanding a stop-loss. The market charges for every lesson.

02 **Tools built for someone else**

Practice apps that exist are English-only, built around US markets, and treat learning as a funnel into a brokerage.

03 **Beginners quit**

Many conclude trading is gambling and walk away - and the next cohort of first-timers repeats the same mistakes.

WHY NOW

Millions of new investors. Nowhere to practise.

Online IPO applications brought a wave of first-time investors in Nepal; India's base is far larger. Practice tools in Nepali and Hindi, on NEPSE and NSE, barely exist.

> We use no market-size projections. Outside figures are cited; everything else in this deck is our own live data.

8.1M — demat accounts opened in Nepal

Source: SEBON chair to Parliament's Finance Committee, 30 Sep 2026 · ShareSansar
https://www.sharesansar.com/newsdetail/over-8-million-demat-accounts-opened-trading-accounts-cross-356-million-2026-09-30

3.56M — Nepalis with a trading account

Source: Same source · end of last fiscal year
https://www.sharesansar.com/newsdetail/over-8-million-demat-accounts-opened-trading-accounts-cross-356-million-2026-09-30

234.4M — demat accounts in India, July 2026

Source: 360 ONE Capital, via NewKerala, 14 Aug 2026
https://www.newkerala.com/news/a/demat-accounts-rise-125-mom-2344-million-july-756.htm

THE PRODUCT

Learn it. Practise it. Prove it.

One loop, in Nepali, Hindi and English: a lesson, a practice trade on simulated prices, then a league to see if it stuck.

01

Learn

Short lessons with explainer videos in three languages, quizzes and verifiable certificates.

920 lessons · 351 lesson videos

>

02

Practise

30 NEPSE, 30 NSE and 30 US stocks on simulated prices: market and limit orders, stop-loss, targets, leverage, shorts.

37,079 practice trades so far

>

03

Prove it

Weekly leagues from Fox to Lion, a daily Bull-or-Bear call, streaks and a monthly StockYatra Cup.

186 in a league this week

Free, no ads, no fee per trade. Practice coins never become real money.

THE APP · 2.1.0

Ten screens, one practice ground.

The app's new store screenshots. Prices in the app are simulated practice prices that move live - never exchange data.



HOME



PRO CHARTS



LUMI AI



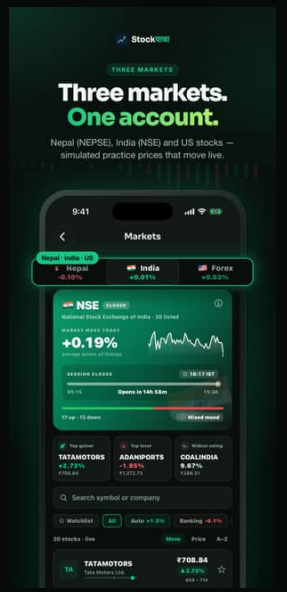
ASK LUMI



LEAGUES & CUP



YATRA BAZAAR



THREE MARKETS



ACADEMY



IPO GUIDE



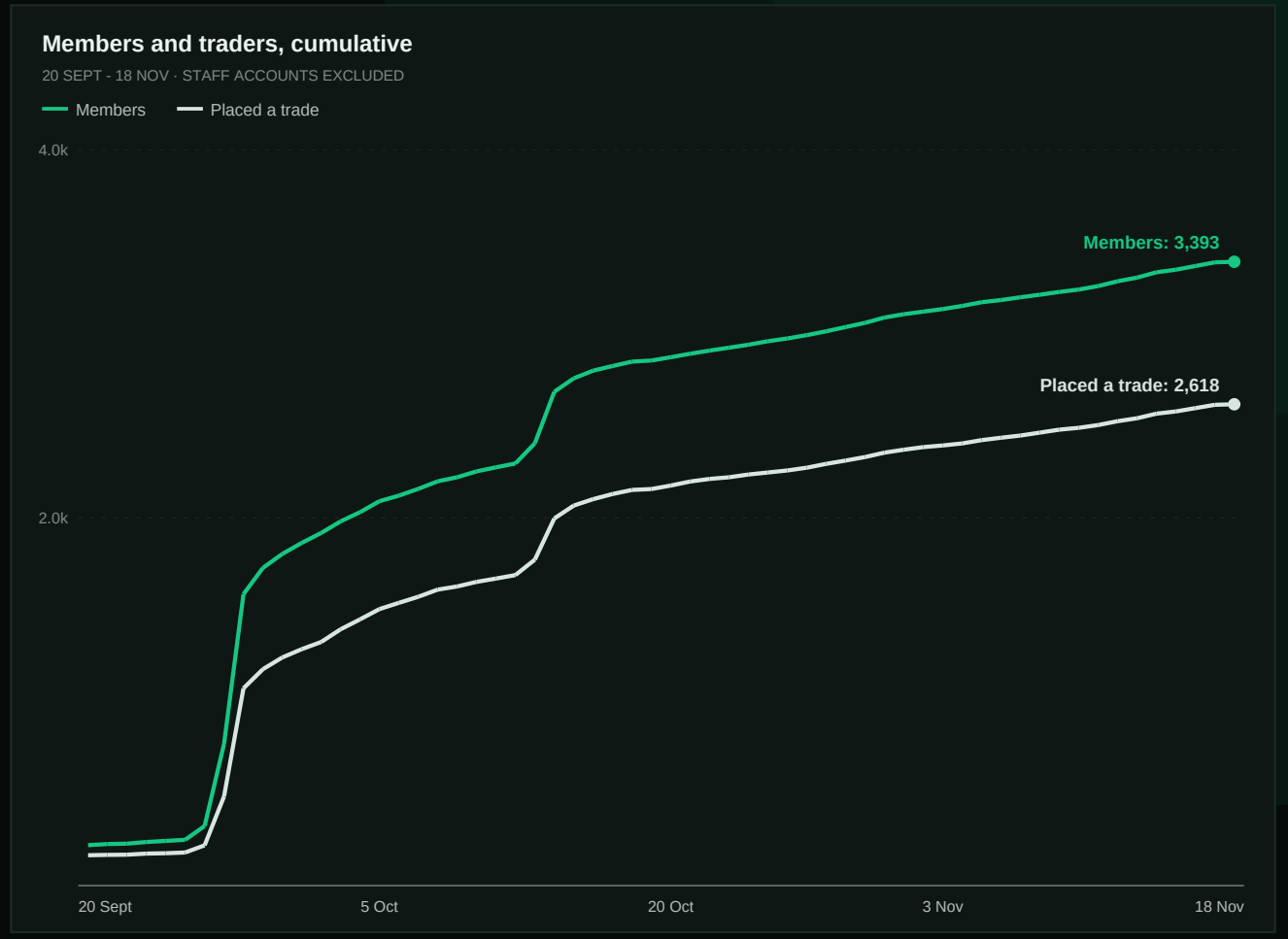
WATCH

TRACTION · LIVE

Two months on the stores.

3,394

registered members in 31 countries



2,619
placed a trade
77% of sign-ups

37,079
practice trades
all time

85
active yesterday
Nepal time

207
active in 7 days
6% of members · traded, learned or played

Store launch: August 2026. No paid acquisition to date. Headline counts include every account; the curve excludes staff accounts.

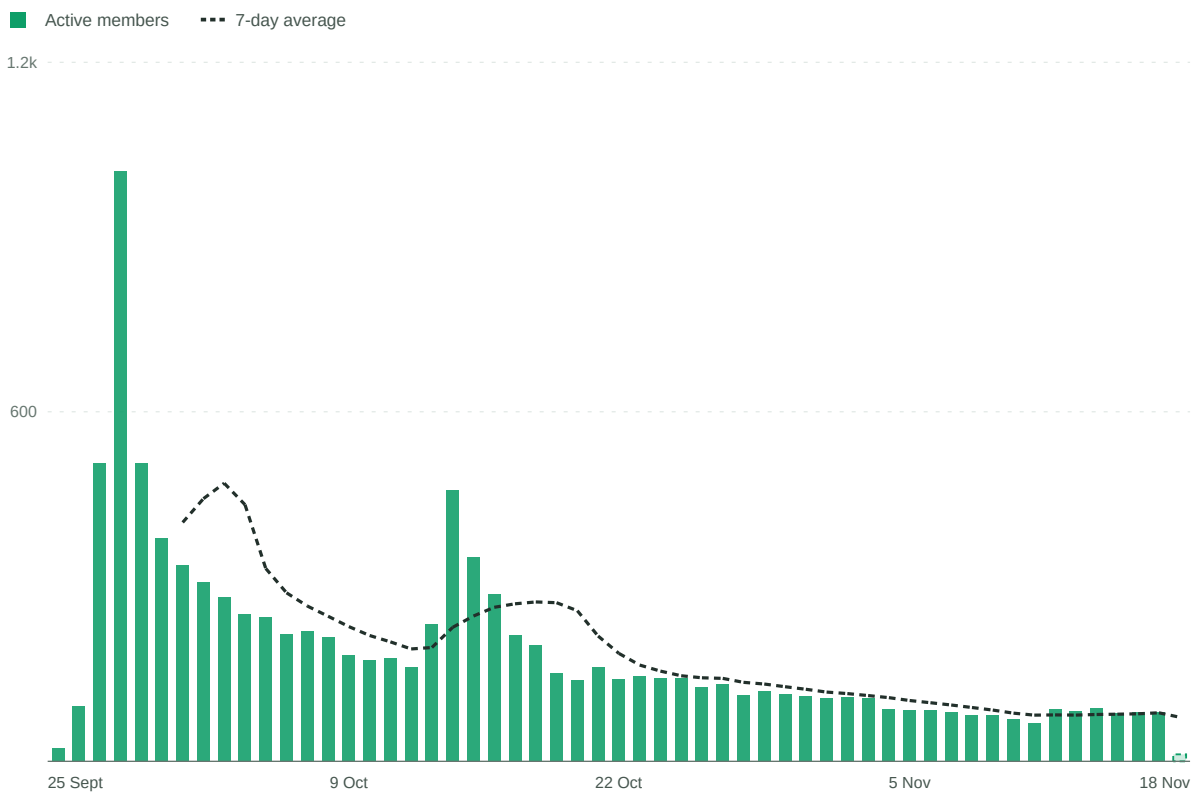
DAILY ACTIVITY · LIVE

Every day, measured.

Day by day in Nepal time, with a 7-day average to smooth the weekly rhythm. Today's bar is still filling. Hover or tap a chart for exact values.

Daily active members

25 SEPT - 18 NOV · NEPAL TIME

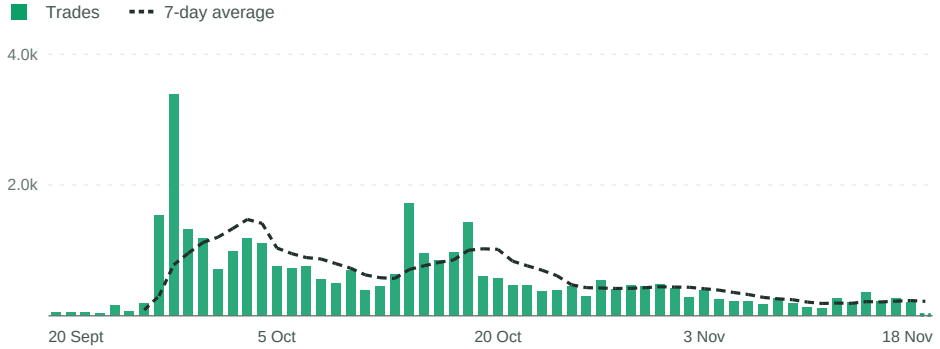


Members who opened the app that day. The daily-active log starts 25 Sept; earlier days are not shown rather than shown as zero.

Practice trades per day

33,653 in 60 days

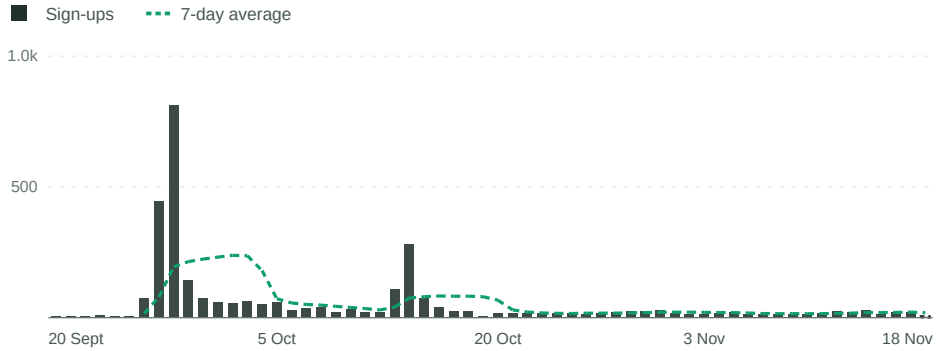
LAST 60 DAYS · 20 SEPT - 18 NOV



New sign-ups per day

3,178 in 60 days

LAST 60 DAYS · 20 SEPT - 18 NOV



Biggest sign-up day so far: 28 Sept (814). Busiest trading day: 28 Sept (3,387 trades).

GROWTH · LIVE

Month on month, measured honestly.

Sign-ups and practice trades per calendar month. The current month is compared on daily pace, not as a part-month total.

LIKE-FOR-LIKE PACE

New sign-ups -59% pace

17/day vs 41/day

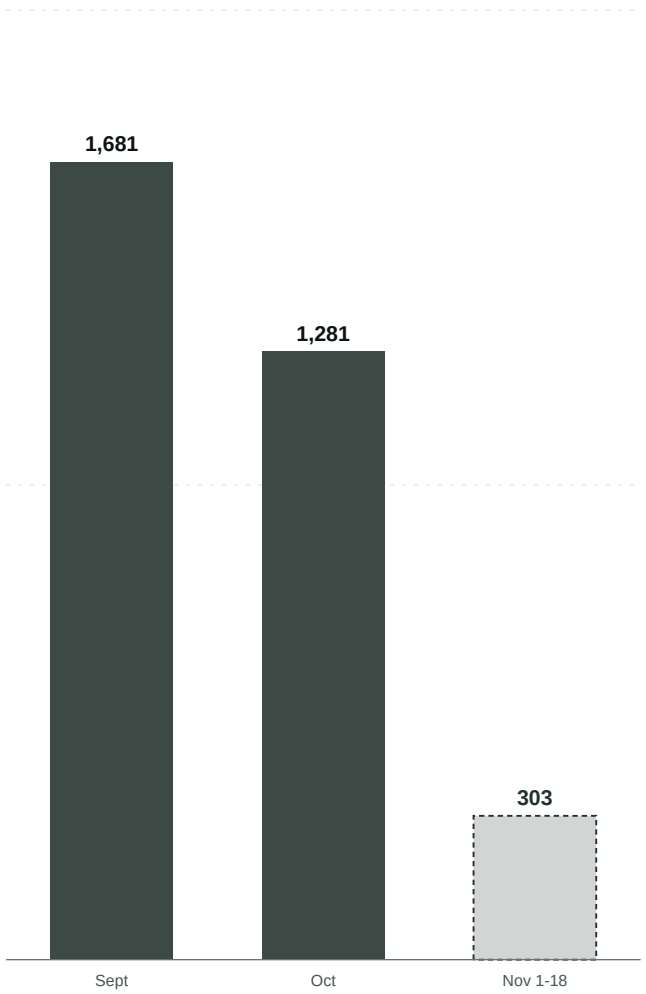
Practice trades -66% pace

232/day vs 689/day

Nov so far (18 days, today still running) - daily average vs October's daily average. Comparing a part-month total with a full month would mislead.

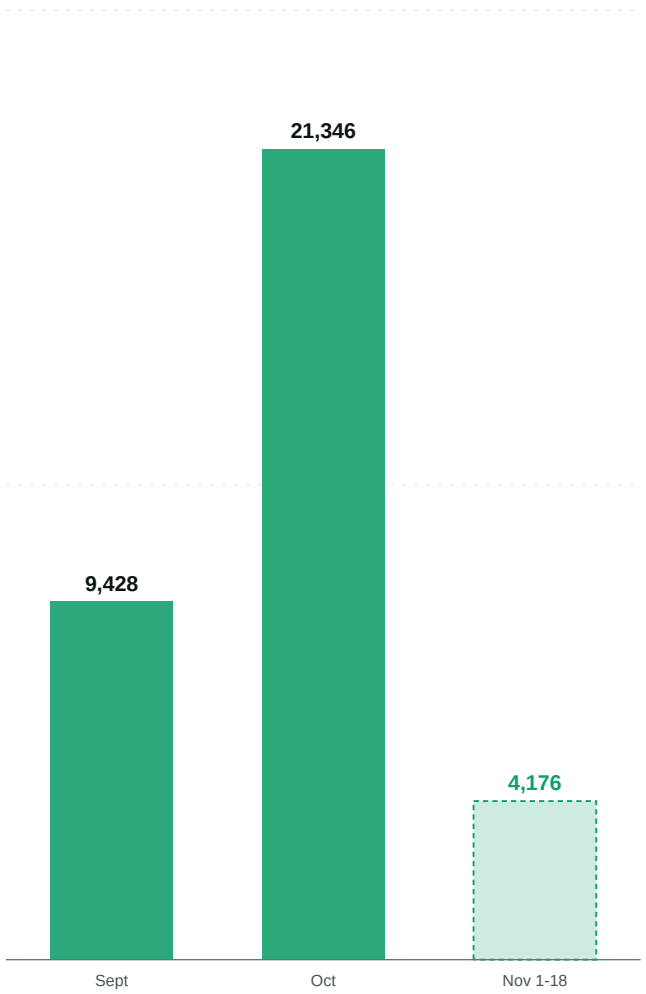
New sign-ups per month

CALENDAR MONTHS, UTC



Practice trades per month

CALENDAR MONTHS, UTC

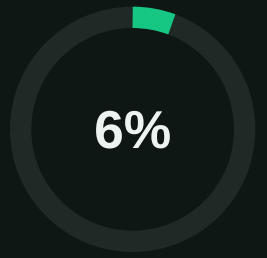


Calendar months, UTC. Dashed bar = month in progress.

RETENTION · LIVE

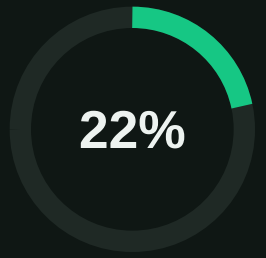
People come back.

Two honest measures: members who did something real recently (a trade, a lesson, a quiz or the daily call), and day-1 / day-7 return of new sign-ups. Cohorts count only members who joined after the daily-active log began, and only complete days.



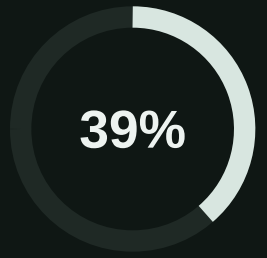
did something in the last 7 days

191 of 3,393 members traded, learned or made the daily call



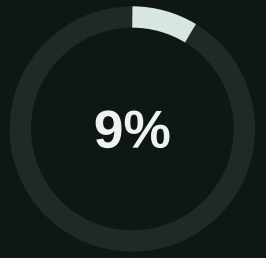
did something in the last 30 days

733 of 3,393 members



came back the next day (D1)

1,230 of 3,127 who joined 25 Sept - 16 Nov · opened the app the day after joining



came back on day 7 (D7)

258 of 2,999 who joined 25 Sept - 10 Nov · opened the app exactly 7 days after joining

9 — **on a 3-day+ streak** — right now

2 — **on a 7-day+ streak** — right now

35 — **longest streak** — days in a row

Staff and the official Lumi account excluded. A streak day needs a trade, lesson, quiz or daily call - not just an app open.

THREE MARKETS · LIVE

Nepal first. India and the US on the same account.

Share of all practice trades by board. India and US boards launched later, so their all-time share is compared with the last 30 days as well.

All practice trades by board

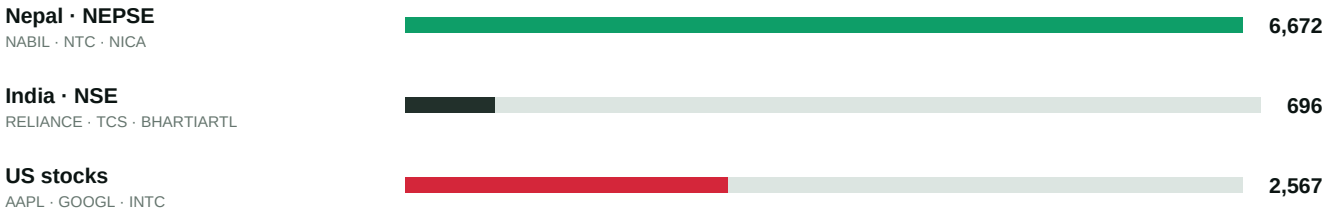
ALL TIME



Nepal · NEPSE	71%
India · NSE	10%
US stocks	19%

Practice trades by board

LAST 30 DAYS



Prices are simulated, modelled on each board - practice, not exchange data. Most-traded symbols (all time) shown under each board.

LEARNING · LIVE

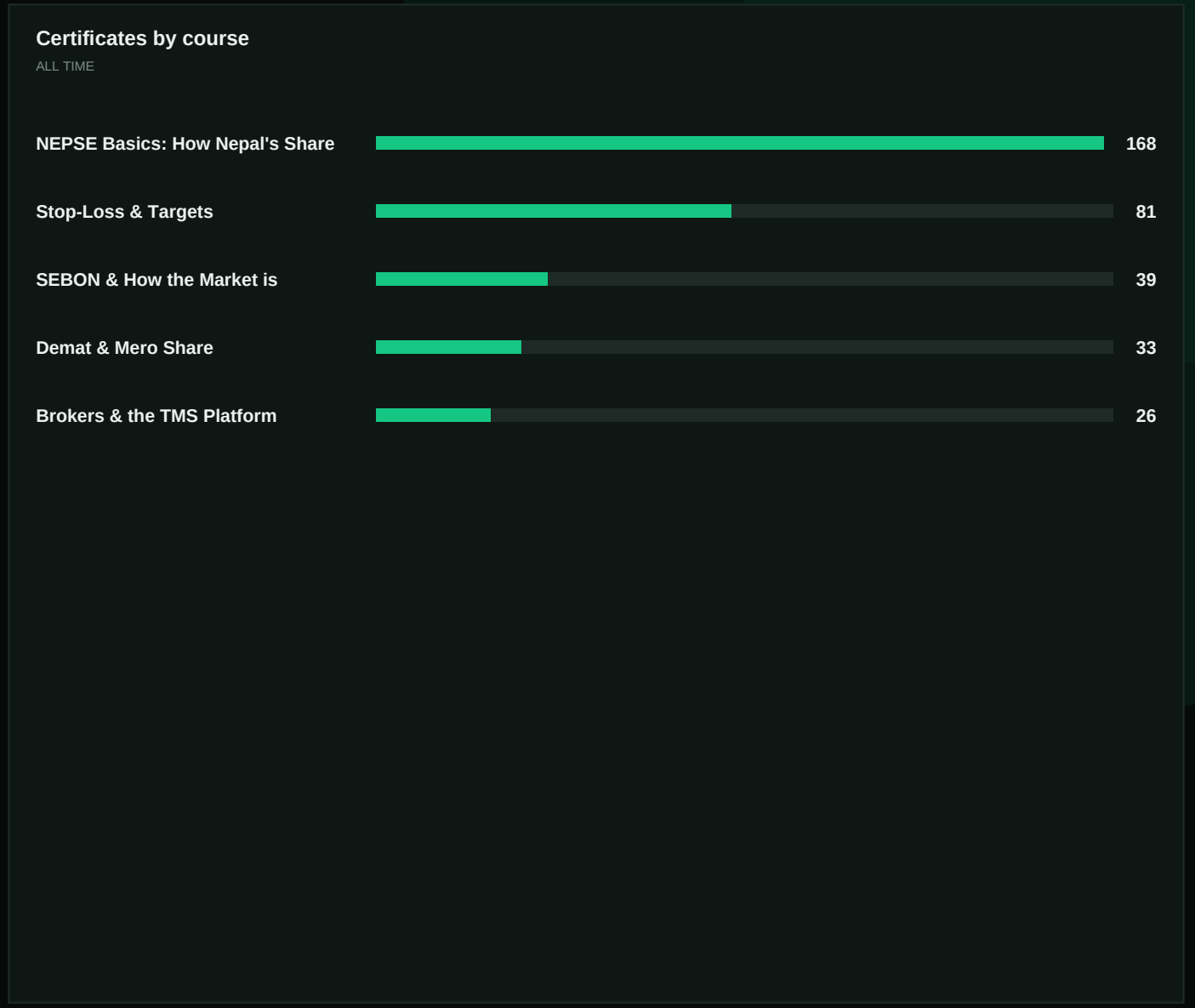
A classroom, not just a trading screen.

230 courses, 920 lessons and 351 explainer videos across Nepali, Hindi and English.

1,524 lessons completed
by 368 members

495 certificates issued
to 201 members · verifiable

3,008 video views
Watch feed, all time



A certificate is issued only when every lesson of a course is complete; anyone can check one at stockyatra.com/verify. Quiz attempts are not stored per attempt, so we don't count them.

COMMUNITY · LIVE

A room people invite their friends into.

Verified-only Global chat with moderators, friends and private messages. No tips, no signals.

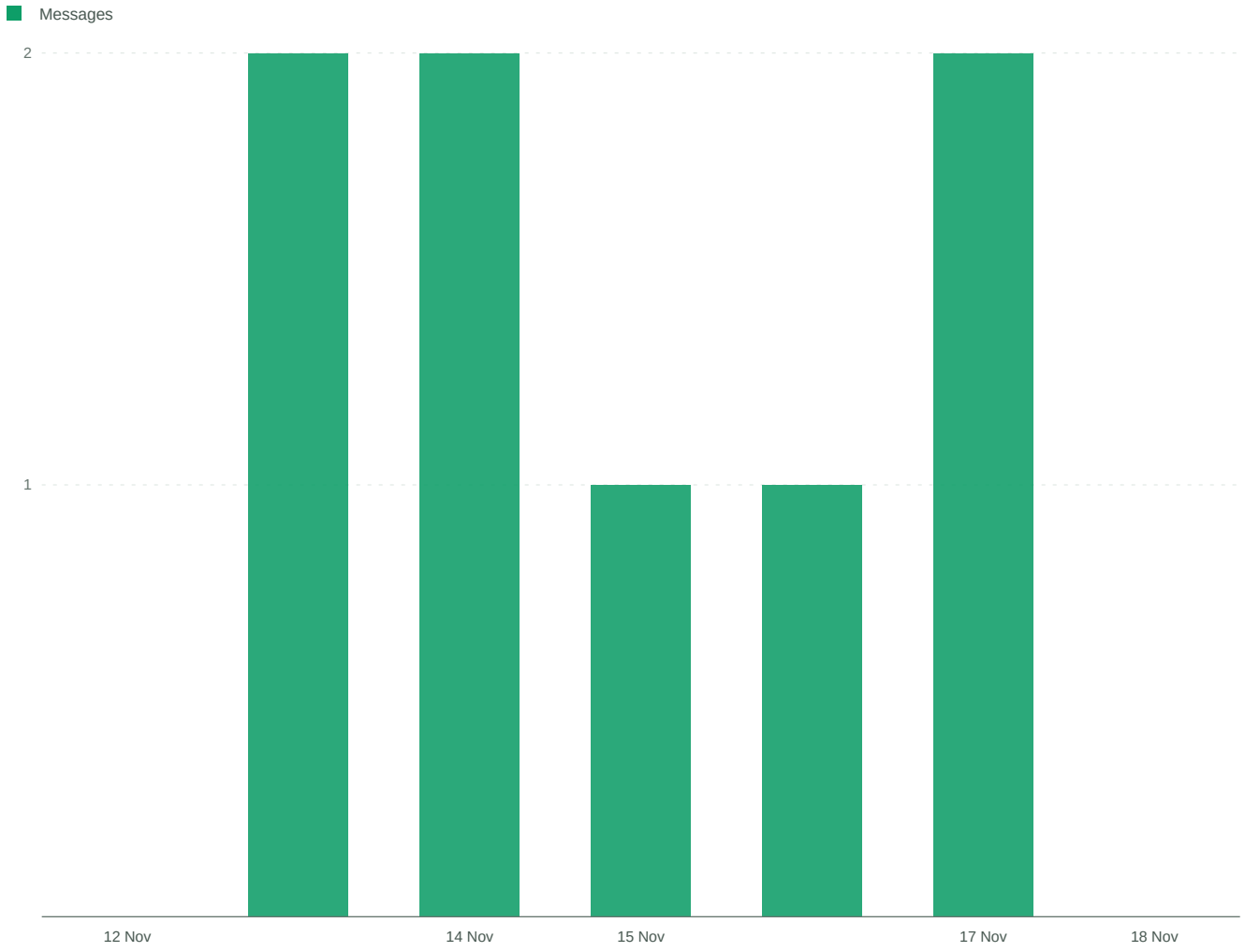
6 **members chatted**
in the last 7 days

245 **friendships**
accepted, all time

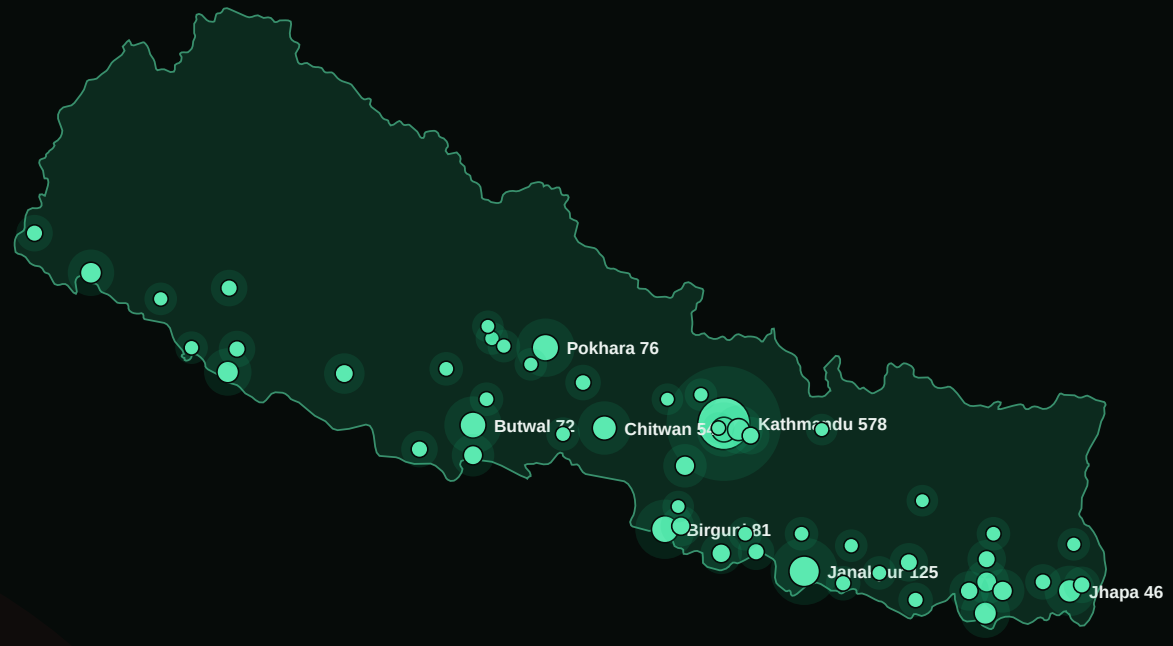
555 **private messages**
all time

Global chat messages per day

LAST 7 DAYS · 12 NOV - 18 NOV



Global chat keeps messages for 7 days, so we can only chart the last 7. Lumi and staff excluded.



WHERE · LIVE

From Kathmandu to Mahendranagar.

Members by city, from the city people chose to add to their profile - 1,675 of 3,394 so far. No GPS, no IP lookups.

54 **Nepali cities**
with 3+ members

31 **countries**
from profile country

BEYOND NEPAL

India	39	Japan	20
United Arab Emirates	15	South Korea	9
United States	8	Australia	6
Romania	4	Malaysia	4

A city appears once it has 3 or more members; 40 more members are in smaller places. Country counts are from members who set one.

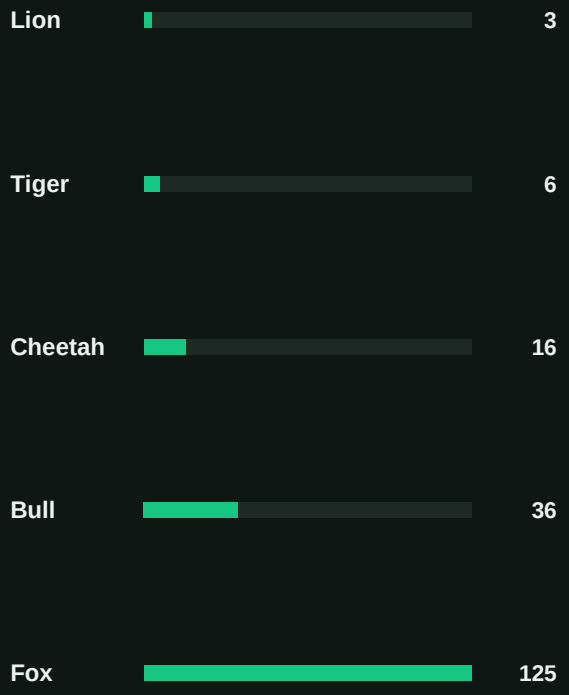
GAME LAYER · LIVE

Leagues that make practice a habit.

Every member who trades, learns or makes the daily call earns league points. Groups of 30; the top climb from Fox to Lion each week.

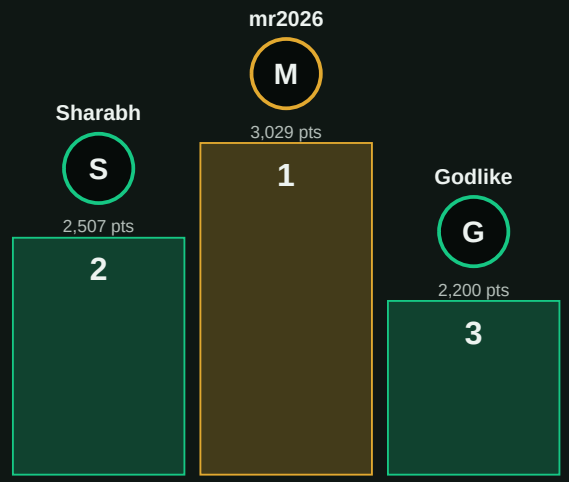
League seats this week

FOX > LION - GROUPS OF 30



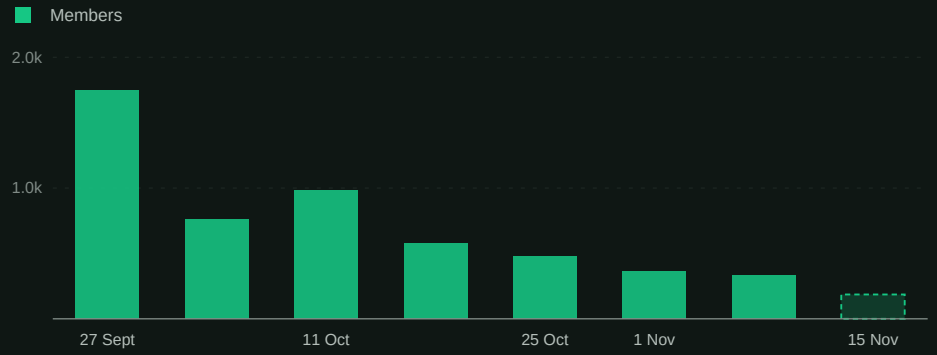
StockYatra Cup · November 2026

TOP 3 SO FAR - FIRST NAMES



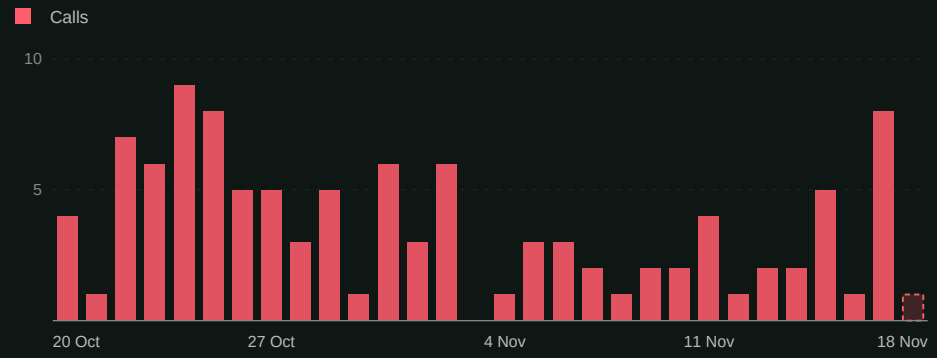
Members in a league, per week

LAST 8 WEEKS · THIS WEEK STILL RUNNING



Daily Bull-or-Bear calls

20 OCT - 18 NOV · LAST 30 DAYS



Cup: 433 on the board this month, 13 days left. Prizes are cosmetic - no cash.

WHAT USERS SAY

In their own words.

APP STORE

4.4 / 5

7 ratings

GOOGLE PLAY

Score not shown yet

27 written reviews · 1,000+ installs

4 / 5 stars

"This app is great for learning about the stock market, especially for understanding short selling in Nepal risk-free. It runs very smoothly. However, the indicators need improvement, which will hopefully be fixed in future updates."

Dirghayu - Google Play

5 / 5 stars

"Best paper trading and learning app, I loved the StockYatra and the idea that really helpful for nepse trader and also will be much helpful in future."

Krishana - Google Play

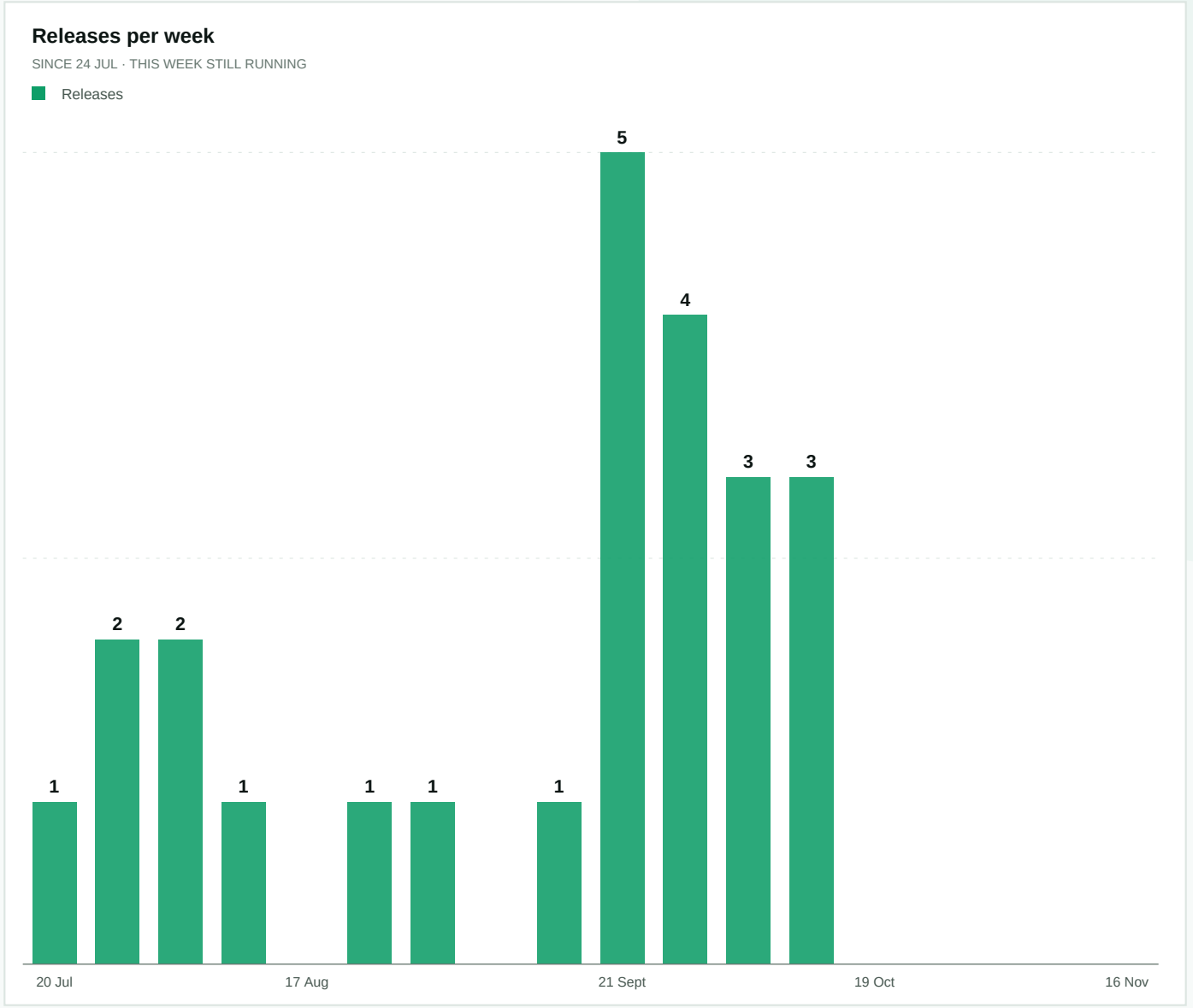
Ratings per store, exactly as each store reports them. Quotes are store reviews only; any review that reuses wording from the app's review-suggestion feature is excluded. The app thanks members who rate it with 20,000 practice coins (no cash value).

SHIPPING SPEED

24 public releases in 18 weeks.

131 user-facing changes since 24 Jul, each listed on stockyatra.com/changelog. One small team ships the engine, both apps, the web terminal, the site and the video pipeline.

v2.1.0	store build - 7 Oct
v2.1.0	store build - 6 Oct
v2.0.1	store build - 25 Aug



Counted from the public changelog, Nepal time. Internal tools, fixes and infrastructure are not listed there, so this undercounts.

BUSINESS MODEL

Free to practise. Built to stay that way.

No ads, no fee per trade and no coin sales - the promise that makes it a learning product. Monetisation is on the roadmap, designed around that promise.

STREAM 1

Earned, not bought

Every coin is earned - sign-up, lessons, streaks, leagues and invites. Nothing to buy to keep practising.

STREAM 2

Courses

Practice trading is free. Courses are unlocked individually for Rs. 10-20 each from the learning wallet.

STREAM 3

Yatra Bazaar

A cosmetic shop - frames, titles, banners - bought with earned coins only.

NEXT

B2B

Practice accounts for brokers' new clients, colleges and financial-literacy programmes; sponsored learning.

! Coins never become real money. StockYatra is not a broker, exchange or adviser and executes no real trades.

WHY IT COMPOUNDS

Data, language and community are hard to copy.

01

Behaviour data

How first-time investors in Nepal actually trade - published in aggregate at stockyatra.com/data, which earns links and trust.

02

Language

Lessons and explainer videos in Nepali and Hindi took months to produce and keep growing.

03

Community

Verified-only, moderated, no tips - a room people invite their friends into.

04

Speed

One team, one codebase: engine, apps, site, video pipeline and community tools, with a release most weeks.

ROADMAP

What is shipped, and what funding buys.

AUG 2026

Launch

- + iPhone, Android and web
- + Nepal, India and US boards
- + Lessons in three languages

SINCE LAUNCH

Shipped

- + Verified chat, friends, leagues
- + Lumi AI chart explainer, pro charts
- + Course certificates, StockYatra Cup
- + Nepal IPO hub, price alerts

WITH FUNDING

Next

- > A stronger first week: one-trade sign-ups into habitual learners
- > Lumi as a coach on your own trades
- > B2B pilots with brokers and colleges
- > A small team: engineering, content, community

TALK TO US

Come see the numbers move.

hello@stockyatra.com

LIVE TRACTION
stockyatra.com/investors

OPEN BEHAVIOUR DATA
stockyatra.com/data

TRY IT
trade.stockyatra.com

Built by Lacspace, Kathmandu, Nepal. Educational paper trading only - no real money, ever.