



Aggregator and marketplace for financial Assets

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Project description

Nowadays financial markets have evolved for providing nearly any imaginable asset to invest in. These markets may operate on regulated markets or over the counter, what means that contracts are signed between pairs with no regulatory supervision (despite of being subject to the existing law).

On the other hand, regulated markets are subject to one country and or region specific rules.

This way of working has as side result the existence of a lot markets where assets are traded.

Different types of financial assets



The objective of this project is to provide a marketplace for financial assets, a place where to buy and sell regulated and non-regulated assets.

This solution aims to increase the liquidity of some financial assets that suffer from scarcity in this aspect like for example the private equity funds that are not traded on regulated markets or some more specific products that are only available from specific retailers.

How to achieve this?

Within the solution proposed these markets will have coverage in a platform that matches investors offers or acts as a centralized platform for trading other assets using CFDs.

This platform aims also to provide a place where different financial asset providers can find a wide range of investors and investors can have access to a lot of financial assets that are no longer spread across multiple markets all in one place.

This platform also aims to provide ways of financing for companies allowing them to emit forwards for example and ask for collateralization to cover the counterparty risk which requires to be a regulated agent on financial markets

Proposed name

AnyFinSet: Trade any financial asset you deserve!

Name and corporate image:



This logo has been generated using the latest Google's AI LLM and MOE called Gemini. The goal is to create an easily recognizable image that can keep this idea:

- There are some hidden assets on the market that now are visible within this platform
- The platform will make these assets grow their value (this is a subjacent marketing premise).
- The logo uses a low amount of colours emphasizing the more attractive forms to the user: the value increases for its money.
- The logo has to be made out of easy forms in order to be displayed as an icon on low-resolution screens such as mobile phones, tablets, as favicon, or even watches.

Goals:

- Understand the types of financial assets that are currently being traded and how they work
Understand how every asset is being traded on regulated and OTC markets and how this can be improved with the proposed platform finding new proposals attractive for investors.
- Understand the regulatory frame that can affect this project and find the appropriate actions required to accomplish the project.
- To build a system that can trade with different

Sustainability:

- This project will improve the financial sustainability of our markets as long as it will provide liquidity for assets that now are hard to trade.
- Regarding the emissions is a product with a very low impact on the CO2 footprint as long as it does not use large amounts of raw materials or computing resources.
- Despite of having a low emission this project will also decrease the environmental impact as long as people working on it are not forced to travel, no heavy machinery will be used, and will make new trading exchange possible, and this will reduce the collateral expenses for part of our society

Tech stack:

- Laravel: Laravel is a PHP web framework. Provides a comprehensive toolchain for frontend and backend development and has connectivity with all the main components of any web development project.
- Linux: this is the base operating system. This OS was introduced in 1991 and since then has been developed by the community. It is the best base for any computer system engineering project as long as can be adapted to any circumstance and is also modular and this means it can be customized in any desired way.

- Nginx: when it comes to web servers nginx is one of the main competitors because of its reliability and customizing options.
- PostgreSQL: PostgreSQL is leading the database world competing with Oracle, MariaDB, MongoDB or MySQL. PostgreSQL is the preferred option because of its resilience and high scalability. This project has continued growing for almost two decades absorbing on its journey rethink DB and being completely open source which makes it safer.
- Git: GIT is the main version control software (CVS). Git allows developers to work collaboratively while keeping track of all the changes. Despite of having competitors git is the main tool and has been the most recent development in this field being very much more powerful than any other until now.
- Jira & Atlassian: Some of the project management tools can run over the Atlassian suite which offers integration for code development as long as infrastructure for unit testing, deploying software in a continuous integration and continuous delivery environment, and also documentation hosting.

All these tools explained above except for the Atlassian suite are free and open source which makes this project cheaper and easier to build as long as all of them have a huge community behind every development.

Methodologies

- Scrum, while designed for teams, works well for solo developers as it provides structure and focus. Short sprints help break the project into manageable chunks, ensuring consistent progress. The backlog keeps tasks prioritized and organized, while regular reflection (retrospectives) encourages continuous improvement and adaptability to changing needs.
- Lean: this framework is excellent for a business plan as it emphasizes efficiency and value creation. It encourages rapid experimentation with hypotheses through MVPs (Minimum Viable Products) and adapts based on real market feedback. This approach minimizes waste, reduces risk, and ensures resources are directed toward activities that truly add value.

Table of Contents:

- **State of the art of financial assets:** it is relevant to understand which financial assets do already exist and are being traded.
- **Regulatory framework in Spain, Europe and USA:** for every country or economic area there is a legislation that ensures the safety and liquidity for financial markets. To understand this regulatory framework is key for this project.
- **Regulated markets way of working:** when it comes to regulated markets and regulated operators the type of goods changes and this project requires to understand how regulated markets work.
- **Over-the-counter market way of working:** on the other hand it also exists non regulated mercantile environments where other financial assets are being traded. Rules on this kind of markets differ from regulated ones and this makes a difference when it comes to trading and the type of assets that are being traded.
- **Competitors:** in order to enrich the project it is required to study the main competence and the way assets are traded on other secondary market platforms.
- **Data sources:** this project needs to gather information from external sources about prices and new assets so there is a need to find good-quality data sources
- **Business model:** once understood the environment the business model is the next step for building up this project because all the business plan will depend on this.
- **Business plan:** once assessed the business model it is important to design a business plan to evaluate the feasibility of the project and offer a product to invest in for possible interested third parties.
- **Marketing Plan:** The marketing plan is derived from the business plan and depends on how the business model is designed and implemented along the business model.
- **Proof of concept:** During the study of the idea it is very relevant to develop a minimum proof of concept to make the project tangible and more attractive and also evaluate usability and possible improvements or changes.

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 - 2.1. Directiva UCITS (Undertakings for Collective Investment in Transferable Securities)
 - 2.2. Reglamento (UE) 2019/1156 sobre distribución transfronteriza de fondos de inversión
 - 2.3. Reglamento (UE) 231/2013 sobre gestores de fondos de inversión alternativos
3. Spanish regulation
 - 3.1. General
 - 3.1.1. Ley 35/2003 de Instituciones de Inversión Colectiva (LIIC)
 - 3.1.2. Real Decreto Legislativo 4/2015, texto refundido de la Ley del Mercado de Valores
 - 3.1.3. Real Decreto 1082/2012 de desarrollo de la Ley de Instituciones de Inversión Colectiva
 - 3.2. Spanish transparency:
 - 3.2.1. Ley 10/2014 de ordenación, supervisión y solvencia de entidades de crédito
 - 3.2.2. Ley 22/2007 sobre comercialización a distancia de servicios financieros destinados a consumidores
 - 3.3. Founds:
 - 3.3.1. Circular 2/2013 de la CNMV sobre documentación de los fondos de inversión
 - 3.3.2. Orden EHA/338/2008 sobre fondos de inversión garantizados
 - 3.3.3. Orden EHA/1736/2011 sobre información de los fondos de inversión
 - 3.4. Investor protection
 - 3.4.1. Real Decreto Legislativo 1/2007 de defensa de consumidores y usuarios
 - 3.4.2. Ley 7/1998 sobre condiciones generales de la contratación

4. USA Regulations:

4.1. Securities Regulation

- 4.1.1. Securities Act of 1933 (Primary disclosure law for public securities offerings)
- 4.1.2. Securities Exchange Act of 1934 (Regulates securities markets and exchanges)
- 4.1.3. Sarbanes-Oxley Act of 2002 (Corporate financial transparency)
- 4.1.4. Regulation Fair Disclosure (Reg FD, ensures equal information access)
- 4.1.5. Regulation Best Interest (Reg BI, broker-dealer conduct standards)
- 4.2. Investment Management
 - 4.2.1. Investment Company Act of 1940 (Regulates mutual funds and ETFs)
 - 4.2.2. Investment Advisers Act of 1940 (Governs investment advisers)
 - 4.2.3. Employee Retirement Income Security Act (ERISA, protects retirement accounts)
- 4.3. Anti-Fraud and Market Integrity
 - 4.3.1. Foreign Corrupt Practices Act (FCPA, prevents international bribery)
 - 4.3.2. Insider Trading Sanctions Act
 - 4.3.3. Market Reform Act of 1990
- 4.4. Financial Crime Prevention
 - 4.4.1. Bank Secrecy Act (BSA)
 - 4.4.2. Anti-Money Laundering (AML) regulations
 - 4.4.3. USA PATRIOT Act (Financial transparency sections)
- 4.5. Derivatives and Commodities
 - 4.5.1. Commodity Exchange Act
 - 4.5.2. Dodd-Frank Wall Street Reform and Consumer Protection Act (derivatives regulation)
 - 4.5.3. CFTC Reauthorization Act
- 4.6. Corporate Governance
 - 4.6.1. Dodd-Frank Act (comprehensive financial reform)
 - 4.6.2. Jumpstart Our Business Startups (JOBS) Act
 - 4.6.3. Sarbanes-Oxley Act
- 4.7. Consumer Protection
 - 4.7.1. Truth in Lending Act
 - 4.7.2. Consumer Financial Protection Act
 - 4.7.3. Fair Credit Reporting Act
- 4.8. Key documents to read for comprehensive understanding:
 - 4.8.1. Dodd-Frank Act
 - 4.8.2. Securities Exchange Act of 1934
 - 4.8.3. Investment Company Act of 1940