



# Who We Are



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# The Velox founders have decades of experience building data-driven, high-performance systems

**Jon Butler**

CEO



- Former Goldman Sachs Managing Director – Head Equities Technology.
- Former RBS MD – Head Markets Technology.

**Jason Yan**

President



- Technology fellow at Goldman Sachs
- Head of Trading Technology at Bank of America
- Jason's previous systems still underpin most of GS & BAML's Equity Front Office

**Govind Jajoo**

CTO



- Extensive software development & architecture experience, building global trading systems at BAML and UBS

**Goldman  
Sachs**

**BANK OF AMERICA**





# What We Do



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# Enabling Front Office Developers to Build Faster



**100% Buy**  
*(Off-shelf vendor product)*

Differentiating workflow & features

Generic Application & System Infrastructure

System Infrastructure



**100% Build**  
*(with inhouse dev)*

Differentiating workflow & features

Generic Application Infrastructure

System Infrastructure



**80% Buy & 20% Build**  
*(Buy dev platform to Build on)*

**BUILD** : Differentiating workflow & features  
*[In a container]*

**BUY** : Generic Application Infrastructure  
*[Solutions to hard-core engineering challenges]*

System Infrastructure

← THE 2 OPTIONS OF THE LAST 20 YEARS →

→ FUTURE OF DATA DRIVEN APP DEV →

# vCore – The Velox App Development Platform

Provides professional developers with tools that amplify their expertise in Java and Web programming, allowing them to focus on building differentiating business functionality. vCore channels decades of experience of building Equities, FX, and Fixed Income electronic trading platforms in top-tier IB's, to give developers maximum acceleration with minimum limitation.

vCore Building-blocks enabling a full-stack solution.

- A High Performance Web Application Container
- An Environment Your Developers Will Love to Work In
- A Full-stack "Low-code" Platform for Real Developers
- A Proprietary Data Streaming Technology
- A Mature, Hardened, Highly Scalable Platform

Business Problems vCore Helps You Solve Faster

- Maximizing Development Team Productivity
- Building Full-stack Front Office Systems
- Modernizing a Legacy Environment
- Monetizing Your Rich, Fragmented Data Assets
- Upgrading to a High-performance UI in a Web Browser



# Industry Problems We Solve



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# vCore – The Velox App Development Platform

Over the last 25 years ....

## SOFTWARE HAS EATEN THE WORLD

It is the operational core of the enterprise, driving everything from product innovation to client interaction



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Over the last 25 years ....

## DATA HAS BECOME THE NEW OIL

The focus of software engineering has moved from implementing functionality to operating on data

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This has resulted in a black hole sitting at the center of the enterprise

## CHRONIC DEVELOPER INEFFICIENCY

is sucking the life out of every firm's modernization and innovation agenda



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Yet, despite huge progress across the technology landscape

## SOFTWARE DEVELOPMENT TOOLS HAVE NOT EVOLVED

And engineers still largely build high-performance user-facing enterprise systems the same way



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# How We Use FIX

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# Our Clients Build Systems To Sit on the FIX Information Highway

