

iPad's First Stock Market Trading Diary Priced at \$179, Not for Amateurs

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PlumSquare Software introduces Trading Diary 1.0.1, the App Store's first trading journal app. Aimed at professional stock market traders, the \$179.99 USD iPad app is grounded in advanced principles of risk management, record keeping, and grading performance by Dr. Alexander Elder, a highly regarded expert in trading psychology and the use of technical analysis to manage stock trades. Trading Diary helps identify a trader's strengths and weaknesses in order to become an overall better trader.

Saint Petersburg, Russia - PlumSquare Software has released the App Store's first Trading Diary 1.0.1 app aimed at aspiring and professional stock market traders. The valuable iPad app is grounded in the advanced principles of risk management, record keeping, and grading performance by Dr. Alexander Elder, a highly regarded expert in trading psychology and the use of technical analysis to manage stock trades. At \$179.99 USD, the app resides in the upper echelon of the App Store's price range, but offers a superior value than competing online and desktop software that charge subscription fees.

"This is not a 'hot stocks' app and we don't expect or even want to sell a million copies of Trading Diary," explains PlumSquare CEO Pavel Lyakhovsky. "This app is a sophisticated tool to improve the performance and increase profits for a small audience of semi-professional and professional traders. They know who they are and they know what this app is worth."

Trading Diary helps identify a trader's strengths and weaknesses in order to become an overall better trader. The app was developed over several months and offers a comprehensive platform for managing risk in real time, recording trade details, and providing an at-a-glance history of trading performance. The convenience and simplicity of the iPad ensures that traders will find time to record diary entries and learn from past successes and failures, which is the app's primary goal.

"You can keep your trading records with you at all times and review them whenever it's convenient for you without being tied to your office," notes Lyakhovsky. "Traders have wanted this tool for so long and the iPad makes it all possible."

Developed by a team of active traders, Trading Diary fulfills the sophisticated needs of professional and serious traders by grading entries, exits and overall performance - an indispensable tool toward becoming a better trader. The app combines numerical and graphical trade data into a single, portable trading journal. It automatically manages risk on all planned, open, and closed positions so that total exposure never exceeds the maximum allowable risk in any given period. Trading Diary also calculates position sizes to ensure that risk per position is within a set limit, as well as managing total used and available risk positions on the fly - an invaluable tool that is not achievable with a simple spreadsheet.

"Until now there was no dedicated trading journal app for the iPad, which is really the perfect device for the job," says Lyakhovsky. "Traders have been keeping records in spreadsheets or Evernote, for example, but neither of those apps even begins to achieve what Trading Diary can do with a single tap."

Trading Diary takes advantages of the interactive nature of the iPad so that users can keep tabs on their trades with just a few touches. Tap anywhere on an equity curve to view the underlying trade. A second tap reveals full trade details and charts. Built-in reminders notify users to review closed trades in order to learn from past performance. Data can be presented as a list, by month, or by year, as well as exported to the desktop

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for further analysis using other tools.

Privacy was also a motivating design goal for the trading journal app. Competing online services oblige users to upload their sensitive data to a company's server. Trading Diary instead stores all of a user's sensitive trading data locally on the iPad for added peace of mind and security.

Device Requirements:

* Requires iPad with iOS 4.3 or later

* 5.7 MB

Pricing and Availability:

Trading Diary 1.0.1 is \$179.99 USD (or equivalent amount in other currencies) and available worldwide through the App Store in the Finance category. The app supports trading in both US and international stock markets.

PlumSquare:

<http://www.plumsquare.com/>

Trading Diary 1.0.1:

<http://tradingdiary.pro/>

Purchase and Download:

<https://itunes.apple.com/app/tradingdiary/id601333323>

Press Kit (zip):

<http://www.tradingdiary.pro/presskit.zip>

PlumSquare Software is dedicated to developing specialized software that enhances strategies and mitigates risk for professional and semi-professional stock traders. As an active group of traders themselves, PlumSquare software architects use their own apps on a daily basis in order to continuously improve results for all traders. Copyright (C) 2013 PlumSquare. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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Pavel Lyakhovsky
CEO

info@plumsquare.com

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