

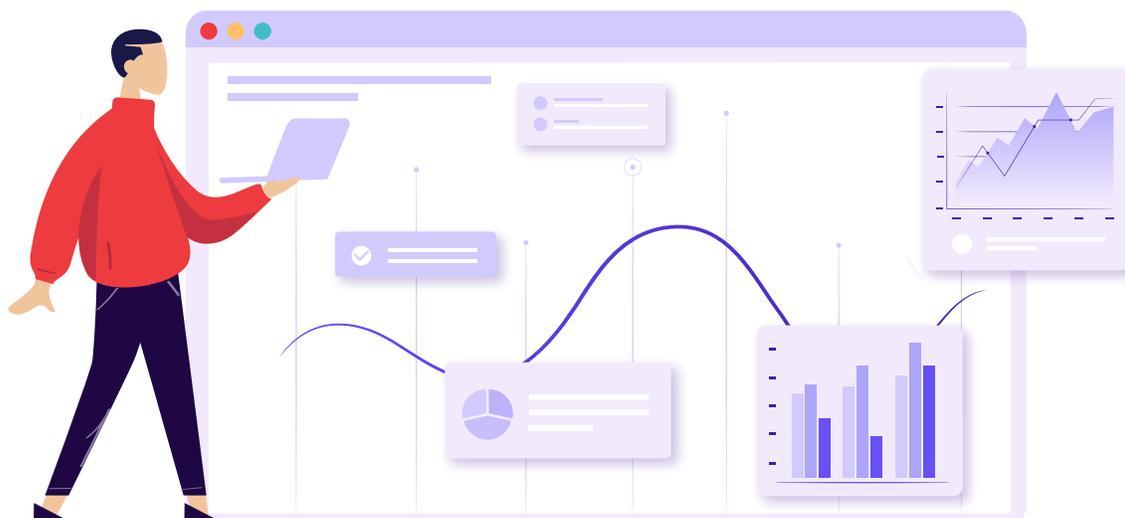


Orbit Financial Technology turns unstructured data into trading ideas

Orbit Financial Technology is a London-based, data-analysis company formed in 2015. Orbit utilizes machine learning algorithms to derive price predictions in the trading market. Sold by subscription and available as a white-box solution suite called Orbit QuantLab, Orbit's unique value proposition is its ability to consume and analyze unstructured data from published text found in news, filings and reports to deliver customized trading 'signals' for more informed decision making. Since its inception, Orbit has expanded to serve both the buy and sell sides of the trading business to model equities, commodities, FX, government bonds, corporate bonds of unlisted companies and derivatives.

Orbit vs. others in the data modeling space

Other vendors operating in this space offer sentiment analysis of unstructured or 'semantic' data to predict events and inform decision making. But many go to market as black box companies to hide internal logic. Whereas, Orbit's business model is built for flexible and transparent data modeling to enable its clients to establish trading strategy criteria and select data sets in the production of interpretable trading signals.



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Moving from DIY data feeds to a CaaS model

“Orbit can consume and analyze all kinds of unstructured data and is specifically designed for asset management and capital market clients — both of which are focused on improving profit or lowering operational costs,” said Founder Da Wei.

With emphasis on price prediction via AI-powered text analytics, Orbit initially assembled a team of experts to crawl and collect news data. However, the team soon realized that by switching to Content-as-a-Service (CaaS) technology on the front end, it could shift more of its resources to Orbit’s core value prop: data analysis.

“We built our own application to stream information from real-time news. A year ago, we engaged with Naviga in order to focus our effort on data analysis. Naviga already does the hard work of crawling, managing latencies and scale. With a very good source of data, we have the ability to scale up to thousands of sources without having to scale our processing.”



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Unstructured data contains between 80 and 90 percent of potentially useful business information¹— and Naviga has led the industry in news categorization and extraction since 1991.

Naviga categorizes content from more than 1,300 industries, 2,000 subjects, 68,000 geographic locations and more than 500,000 people. Within each component is a 4 to 5 level hierarchy detailed enough for the most granular data refinements but simple enough to browse for the information users need. The faceted structure of Naviga’s proprietary Acquire Media Metadata Enhance (ACME) taxonomy allows users to combine different categories like building blocks to create targeted filters for their specific information needs. Adding or removing categories can broaden or narrow research results, giving users total control of the information flow.

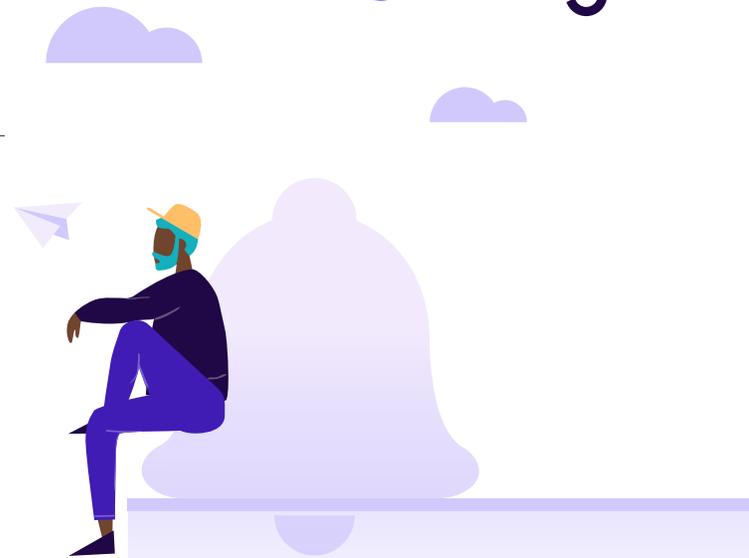
1 <https://www2.deloitte.com/us/en/insights/focus/tech-trends/2017/dark-data-analyzing-unstructured-data.html>

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A near-time marriage of big data and sentiment analysis

Naviga's CaaS capabilities were ideal for feeding Orbit's QuantLab product suite. "Using Naviga to build our count model for price prediction prepares us to expand the news coverage from 400 websites to 4,000 when we need to. More importantly, it's extremely cost effective: Naviga includes historical data from every website even if those websites have taken historical data down. Without Naviga, we'd have to buy the historical data we need from a vendor."

Da Wei continues, "With this flexible data set, we can focus analysis on our clients' areas of interest without having to write crawlers for data collection and pre-processing. It's more efficient to focus on the trading criteria and data that our clients want than to normalize data we don't use. For example, if we're focused in Southeastern Asia, we can select the websites we want by region, language and country and easily filter what we want to consume."



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Capturing the trading signal in the noise

"We make a very comprehensive offer to our clients. We perform better than competitors with our data, even many hedge funds with in-house solutions, because we've developed a very sophisticated and granular natural language processing engine that converts news into a structured and discernible format for input into our machine learning algorithms. With an interface into both historical and real-time streaming, we're able to deliver specific insights and quantify sentiment scores — from a very large volume of data."



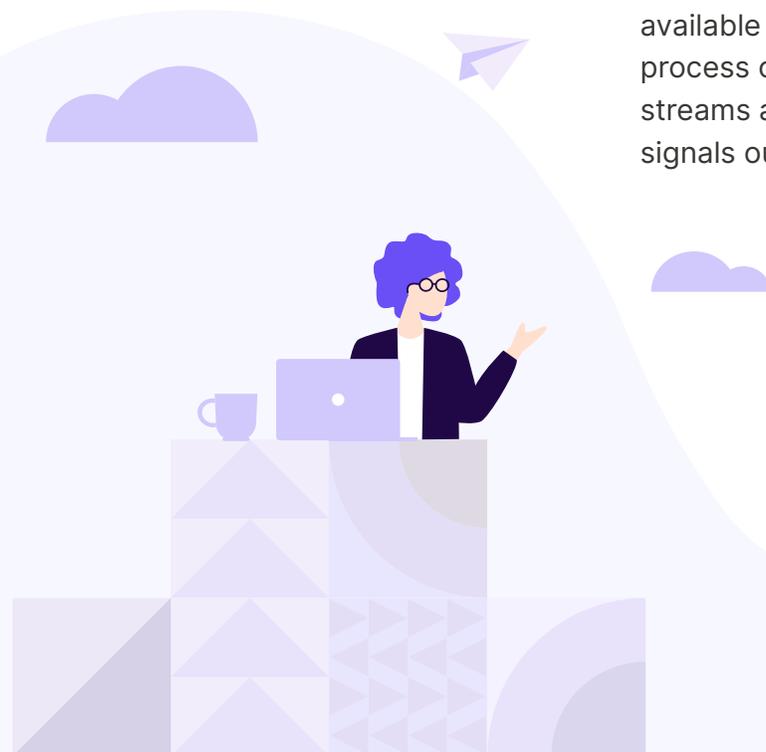
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With the available data set from Naviga, we can accelerate our process of making correlations between complex events streams and price patterns — and deliver the trading signals our clients seek — fast.

The challenge for Orbit today is demonstrating that QuantLab price prediction performance competes with that of top-brand hedge funds. “There’s a gap between what fund managers and research analysts believe can be achieved and at what cost. Top-brand hedge funds have sophisticated in-house processes for running predictions. Some have invested years of research building pioneered, data-driven funds that require continuous maintenance and investment. Orbit is focused on building tailored, cost effective solutions that few fund managers can match.”

“A key difference is that our implementation period is quite fast. We can add content to the data set in a couple weeks. Our data model is flexible and transparent, and detections can be extended upon request. With the available data set from Naviga, we can accelerate our process of making correlations between complex events streams and price patterns — and deliver the trading signals our clients seek — fast.”



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