

# NEUROSTREET

THE COGNITIVE ADVANTAGE FOR TRADERS

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EBOOK





## **NEUROSTREET - THE Cognitive Advantage for Traders**

NeuroStreet is the industry's patented method for gaining a new advantage in trading performance. By creating smart trading tools using neuroscience, **NeuroStreet** uses AI technology to upgrade your most important asset - your brain. Just like for pro athletes, your sharpest edge is between the ears, which is why better performance starts with the brain.

Using the NeuroTracker platform, we enhance mental performance, increase mental readiness, and help to identify opportunities for risk reduction. There are various strategies and software around for assisting with performance from a bottom-up approach. In contrast, NeuroStreet uses a top-down approach to mental performance. The goal of this e-book is to cover how and why NeuroStreet provides active traders and investors with a mental advantage in any performance demanding situations, including strategies for risk reduction on a day-to-day basis.

**TAKE YOUR TRADING TO AN UNFAIR ADVANTAGE BY  
LEARNING WHAT NEUROSTREET HAS TO OFFER.**

IN THIS E-BOOK WE WILL COVER:

- **THE COGNITIVE DEMANDS OF TRADING**
- **THE COGNITIVE DIMENSION OF PERFORMANCE**
- **BOOSTING COGNITIVE PERFORMANCE**
- **THE BENEFITS FOR PROFESSIONAL TRADERS**
- **THE NEUROTECHNOLOGY BEHIND NEUROSTREET**
- **HOW NEUROSTREET WORKS IN PRACTICE**
- **YOUR TRAINING PHASES**



## THE COGNITIVE DEMANDS OF TRADING

Optimal trading performance elicits major demands across a range of high-level cognitive abilities. As trading depends a plethora of mental resources, it is truly a heavy-weight career. Traders perform in high-pressure roles, under time sensitive demands, and with constant risk.

### Critical Skills Associated with Trading Include:

- Multitasking
- Problem Solving
- Pattern Recognition
- Sustained concentration
- Acute mental focus
- Impulsive Decision Control
- Risk Assessment
- Emotional Management
- Skill Development
- Data Processing
- Processing Speed
- Strategy
- Memorization
- Information Prioritization

Many of these come into play simultaneously and for extended periods of time, taxing the brain's capacities significantly. To be on the ball and avoid critical errors or sub-optimal decisions, a trader's brain has to be sharp, flexible, and resilient enough, to maintain a peak performance state no matter the demands. This includes withstanding inhibitory effects such as fatigue, stress or emotional turbulences.

Careers which have similar demands on the brain to training include professional team-sports, military and Special Forces, and competitive eSports. These are all industries which the technology behind NeuroStreet is to boost performance at the highest levels.

Elite traders possess superior high-level cognitive functions, mental abilities which can be optimized with training. This is where NeuroStreet comes in, offering the ideal tool for improving your mental abilities in a top down fashion.

## THE COGNITIVE DIMENSION OF PERFORMANCE

### Trading Psychology Vs Cognitive Training

Trading psychology refers to the mental and emotional aspects that will dictate a trader's decision, and is an important factor in determining his or her success or failure in the trading process. Certain emotions like greed, fear and regret are known to be potentially influential factors in the trading process.

**Greed** is defined as excessive desire to accumulate more wealth

**Fear** on the other hand is the exact opposite to greed. It is the one that holds back a trader in taking the steps in the trading process.

**Regret** is another emotion a trader must take careful consideration. There are many traders who jumped into the trading process because of regret and finally finding themselves losing more money in the process

However, these are essentially behavioral traits, which with some elementary knowledge, self-awareness, and self-control, can be managed accordingly.

In contrast, cognitive training is about building up and maintaining the mental muscle to be able to perform well under pressure, whatever the situation. In theory, there is also no known limit to how mental abilities can be maximized, with the right conditioning.

### Your Brain Is Responsible for:

- **Thoughts**
- **Emotions**
- **Decision Making**
- **Data Processing**
- **Accepting/Rejecting Beliefs**

The stronger your brain, the more capable you are at performing advanced tasks. The common analogy is to equate training the brain with training the body. However, due to the remarkable effects of your brain's neuroplasticity, improvements in brain power can be much more dramatic and longer lasting than any form of physical training.

In fact, with sufficient cognitive stimulation, neurogenesis can be triggered. This causes new brain cells to grow around 5 weeks later, and these new neurons are more efficient than normal neurons. What's more, if they are put to work, they can remain for life.

## Cognitive Abilities that Matter Most

There are certain mental abilities that neuroscience has found to be critical to most aspects of real-world mental performance.

### High Level Cognitive Functions      Roles

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Attention</li><li>• Executive Function</li><li>• Working Memory</li><li>• Processing Speed</li><li>• Response Control</li></ul> | <ul style="list-style-type: none"><li>• Awareness, focus, and prioritization</li><li>• Analyzing, planning, formulating decisions</li><li>• Holding information in mind and manipulating it</li><li>• Absorbing and understanding information rapidly</li><li>• Controlling impulsivity and behavior</li></ul> |
|---|--|

Some research into trading abilities have found direct correlations with these high-level cognitive abilities. For example, one **study** measured executive function in financial decision-making with professional traders performing real trades. Brain scans revealed that when neural activity lowered in the areas involved with executive function, losses were made. It also found that traders who are proficient in reflexive trading, have generally have greater activity in these decision-making regions of the brain.

When it comes to processing speed, which may begin to **decline at just 24 years old**, research with traders shows that, although performance improves with experience, **it is also negatively affected by cognitive aging**. This means that most traders are not performing at their optimal level when it comes to processing streams of information on the fly.

### Why Attention Matters

Of the high-level cognitive functions, we just listed, attention is especially important because it is multi-faceted. Here are the key forms of attention that are especially relevant to trading performance.

**Selective Attention** - The ability to prioritize mental focus onto what matters most, and equally important, to resist focusing on distractions.

**Distributed Attention** - The ability to divide mental focus onto several separate objects or processes at once, and stay on top of what is happening with each of them.

**Sustained Attention** - The ability to maintain a high-quality of mental focus for an extended period of time, and most importantly, avoid any micro-lapses in focus.

**Dynamic Attention** - The ability to maintain awareness over processes that change rapidly or chaotically.

**Attention Flexibility** - The ability to rapidly switch focus from one process to a completely different focus, and to be able to do so multiple times in quick succession.

These are all subsets of attention that can be tested using specific neuropsychological assessments. As you can imagine from the descriptions, these are mental skills which really matter when it comes to optimal trading, especially when under pressure. The important thing is that they are all highly trainable.

The key take-away for this chapter, is that high-level cognitive functions are critical to performing all the trading skills we outlined in the first chapter. If you can improve these, then it will benefit all aspects of your trading performance, just like making an athlete fitter, stronger and more agile.

This is what we mean by a top-down approach to improving your trading abilities – actually improving your core abilities. This is ultimately far more important than the technical or knowledge-based side of the business.

Trading is an advanced task as it requires constant data influx, while forcing you to make split second decisions with the attachment of money and emotions. This is why optimizing your high-level cognitive functions is of paramount importance to your success.



## **BOOSTING COGNITIVE PERFORMANCE**

Brain training, or cognitive training, basically represents the concept that mental abilities can be maintained or improved by exercising the brain using certain training methods. In recent years there has been a lot of hype and skepticism over commercial brain training products on the market.

In particular, debate has focused on the fact there is limited evidence for brain training to transfer to real-world performance (far-transfer). This is where the science behind NeuroStreet's technology, called NeuroTracker, is unique. For example, in a meta-review of over 1,600 sports science studies, NeuroTracker was the only study found to show real evidence of far transfer to competitive sports performance. Later we will cover some of the concepts about why this training method is so effective, but now we'll see what the actual effects are.

### **Wide Transfer to High-Level Cognitive Functions**

Multiple peer-reviewed studies show that NeuroStreet's cognitive training robustly improves several key forms of attention, executive function, working memory, processing speed, and response control. These transfer effects have also been corroborated with qEEG brain scans, showing significant improvements in brain wave activity post-training. This included improved and sustained benefits to brain waves across the frontal lobes, areas responsible for decision-making. The effects were also associated with increased levels of neuroplasticity – effectively increasing the brain's capacity for learning.

### **We Get Out What We Put In**

This offers a new paradigm to trader performance – an opportunity for real self-development in ways that matter to all aspects of business success. Just like a professional athlete, when it comes to mental firepower, the more we work on ourselves, the sharper, faster, more capable we are to be equipped to trade like a professional. Your brain is your sharpest edge, which is why NeuroStreet is here to take your performance to a whole new level.

**Here are 4 reasons why cognitive training should be your first priority in your trading business:**

- Pre-Market Routine
- Risk Reduction
- Self-Awareness
- Increase profit potential

## BENEFITS FOR PROFESSIONAL TRADERS

### *So what benefits can you expect with NeuroStreet's cognitive training?*

Well when it comes to performing under pressure, the experiences of elite athletes are relevant. Some of the tangible advantages that top team-sport athletes and coaches commonly report include the following:

- Improved situational awareness
- Greater perception of opportunities
- Sense of time slowing down in the heat of action
- Staying focused amidst chaos
- Remaining calm under intense pressure
- Better decision-making in complex situations
- Zoning out distractions in the environment
- Resistance against impulsive plays

Key benefits found in sports science studies include increased decision-making accuracy during competition, enhanced perception and concentration, and improved performance capacities across multiple types of sports. For professional trading, improved high-level cognitive functions will transfer to benefits in the following:

- **Larger bandwidth for managing multiple streams of information**
- **Faster response speed in complex trade transactions**
- **Heightened work rate with error reduction**
- **Efficient comprehension of information in fast markets**
- **Acute focus when analyzing trade complex opportunities**
- **Better self-regulation and impulse control in high-risk trades**
- **Greater awareness when dealing with multiple screens**
- **Resistance to mental fatigue on long shifts**
- **Increased learning from on-going experience**
- **Strategic Memorization**
- **Information Prioritization**

Overall, developing a faster, more robust, and efficient brain, will lead to you being more effective and profitable on a day-to-day basis. Additionally, your cognitive data will also become a powerful ally to reduce risks associated with days when your performance is inevitably sub-optimal, which we will cover later.

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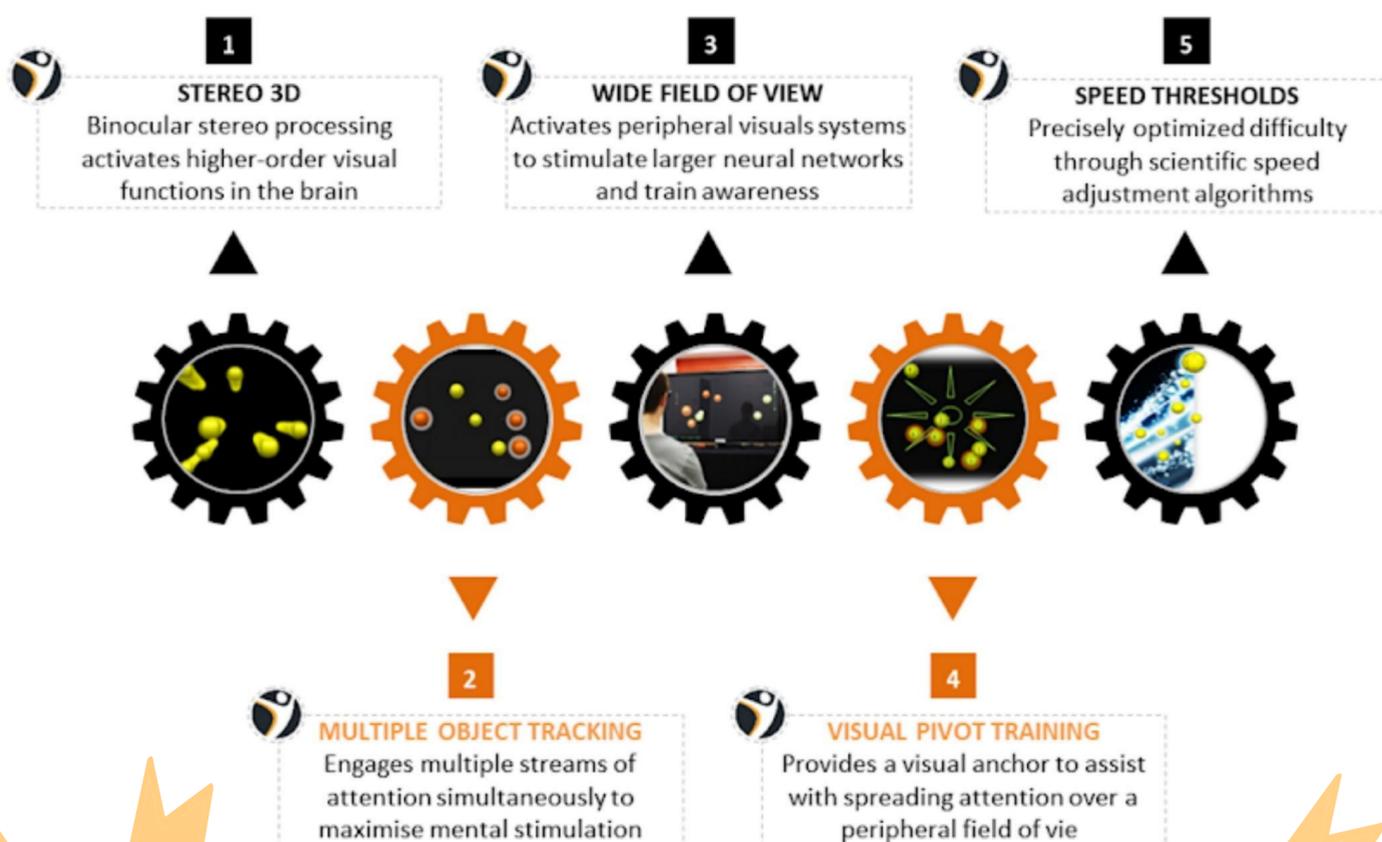
## THE NEUROTECHNOLOGY BEHIND NEUROSTREET

NeuroStreet emerged out of 20 years of neuroscience research by Professor Faubert, the world's preeminent expert in perceptual-cognitive neuroscience. Partnered with the Faubert Lab, at the University of Montreal, NeuroStreet has been developing solutions for traders based on the underlying technology of 'NeuroTracker' – considered to be the most scientifically validated method of improving cognitive abilities for real-world performance.

As reported by the New York Times, NeuroTracker has grown into the most successful brain-training application in sports. US Special Forces and some of the world's biggest sports stars use NeuroTracker to gain a mental edge on their competition, especially for rapid and effective decision-making under pressure. In fact, recently it beat 150 other emerging technologies, to win a contract to accelerate training for the US Airforce's fighter pilots.

### Under the Hood

This neurotechnology leverages five key principles to deliver a degree of training efficacy that no other product on the market offers.



The core task challenges you to track multiple targets moving dynamically in a 3D space, and at speeds close to your individual's limits. This recipe stimulates intense loads on the brain's perceptual systems, in a way that activates high-level mental resources throughout the brain.

## The Core Training Concept

A single training session takes only 6 minutes to complete, yet comprises 20 separate tests (called 'trials'), each one pushing your mental capacities to their upper limits. From session to session, the software also uses adaptive algorithms (AI) to progress difficulty, adjusting the number of targets and tracking duration in each trial. This means it automatically customizes training loads to your precise needs, each and every session.

Although complex for your brain, the task itself is simple to understand, and you can jump into full training within seconds. Each trial basically requires you to remember several targets, track them as they move among distractors, then identify them when they stop.



After this you just rinse and repeat, letting the software do the rest for you!

When you are ready, NeuroStreet's training protocol advances to Advanced Tactical Awareness, which adds specific trading recognition tasks into the virtual environment. This is part of a patented **Learning System**, which is scientifically designed to optimize the rate at which you progress your mental abilities.

In principle this works by first consolidating your abilities with the base training, essentially preparing your brain for learning. Then by progressively increasing cognitive loads, while adding additional trading tasks into the training paradigm. The result is accelerating learning, which can develop your mental skills to extremely high levels with extended training.

**Remember here that your trading performance depends on your effort to improve cognitive performance - your brain is your sharpest edge!**

## HOW NEUROSTREET WORKS IN PRACTICE

After signing-up with a NeuroStreet cognitive training subscription, you're ready to start improving your mental abilities within minutes. Simply login through a web browser directly on your PC or Mac. Using our cloud-based solution combined with NeuroStreet's custom-built glasses, your 2D display will be converted to a 3D display using the latest web technology. This means you can train anytime on multiple computers, whether it's at the office, at home, or on the road.

From your personal dashboard you can see your training program, and hit start to launch a 6-minute training session. At the end, your result is displayed as a 'speed threshold score' – your upper limit of tracking speed. This is a scientific measure of your high-level cognitive capacities, and is used to measure your training progress over time. On your dashboard you can see all of your results, as well as various metrics on how well you are progressing.

### Your Performance Reporting Dashboard

- Measure Cognitive Performance
- Identify Your Mental State/Capacity
- Assess your growth and approach the day with confidence
- Reduce Risk & Enhance Potential Performance
- Self-Awareness – Risk On/Off

NeuroStreet's recommended training protocol is one 6-minute session per day. This is based on scientific evidence that even just small amounts of intensive NeuroStreet training, will significantly improve your mental abilities. A key reason is that your brain adapts most efficiently during sleep, so you want to consolidate the benefits of every single session - letting your neuroplasticity work at an optimal level.

Not only will this bring rapid benefits, but it will also provide a daily record of your cognitive status, which can be correlated with your trading performance for risk assessment analysis. You will also gain access to a comprehensive bootcamp on the NeuroStreet website, which will teach you everything you need to know to get the most out of your personal training program.

## Practical Cognitive Training

NeuroStreet delivers the latest neurotechnology in mental conditioning in a package that's not only effective, but also accessible and easy to use.

- **Bite-size training** – 6-minute sessions that fit in any time of day
- **Easy accessibility** – train from your laptop with a pair of 3D glasses
- **Robust effects** – significant increases in mental abilities
- **Wide effects** – across range of high-level cognitive abilities
- **Rapid effects** – measurable gains with 2-3 hours of training
- **Unique assessment** – scientific measure of cognitive capacity
- **Continued learning** – long term gains with adaptive cognitive loads

In as little as 6 minutes a day, you can train your cognitive abilities to be an elite performer just like professional athletes and military Special Forces. Your answer to professional trading!

## Key Risk Reduction Benefits

- Correlate reduced risk with your real-time cognitive status
- Gain a new level of control over decisions to participate in trading
- Avoid unnecessary losses and save money with conservative trading choices
- Evolve your personal risk reduction procedures over time
- See clear warning signs when you are cognitively at risk of making major losses
- Predict days when you should have confidence to trade more aggressively

## Science Objective

- Working Memory – Remember # of target balls (BASE)
- Working Spatial Memory – Remember Location of target balls (BASE)
- Picture Memory – Remember tasks + pictures related to trading

## Performance Reporting Dashboard

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- Identify Your Mental State/Capacity
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**Included with Your Subscription:**

- NeuroStreet Cognition NTX Software
- Includes 3D glasses, simply pay for shipping
- NeuroStreet Cognition Video Boot Camp
- Lifetime email, phone & remote PC support
- Usage & Settings Training Videos
- Comprehensive User Manual + Tips & Tricks Guide
- Risk Reduction Videos for P&L Correlation

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