

Your refund stats are not a strategy problem.

70%+ of prop-firm challenge takers fail because of *physiological dysregulation*, not strategy gaps. Tilt, revenge trading, fatigue-driven over-leverage — these all have measurable physiological pre-cursors. Your traders feel them as discipline failure. They are biology.

EdgeNode is the only Apple Watch native biometric edge layer on the market. We read heart-rate variability, heart rate, breathing, and recovery state in real time, then flag tilt 30 seconds **before** the trader places the revenge trade. Buzz on watch + alert in app + auto-pause integration with the trader's journal.

We're rolling out a curated cohort of prop firms this quarter under annual licensing. Each firm gets exclusive deployment to its trader base, firm-level analytics dashboard, and custom branding. Several firms are already in active pilot conversations.

WHAT YOUR FIRM GETS

Real-time tilt detection	HRV + heart-rate model trained on trader-specific physiology. Watch buzzes 30s before tilt-driven decisions. App-side alert + journaled event.
Firm-level analytics dashboard	Web view: traders enrolled, tilt events flagged this week, average HRV during winning vs losing sessions, attribution back to your challenge pass-rate. Export to your existing systems via API.
White-label branding	Your firm's logo + brand in the trader-facing app. "Powered by EdgeNode" footer optional. Co-marketing assets included for affiliate channel deployment.
Apple Watch native	Watch S6→S10 + Ultra. No additional hardware. Reads HealthKit data already collected. Trader installs once, runs continuously.
Trader onboarding kit	Branded onboarding email sequence + 5-min walkthrough video sent to every enrolled trader. Designed for >80% activation in first 7 days.
Quarterly insights report	Per-firm research deliverable: which physiological patterns predict pass-rate, where in the challenge cycle dropoff happens, comparison vs cohort benchmarks.

FOUR TIERS — ANNUAL LICENSING

	EVALUATION	STANDARD	PREMIUM	ENTERPRISE
Annual price (USD)	\$20K	\$60K	\$150K	\$250K
Trader seats	Up to 100	Up to 500	Up to 5,000	Unlimited
Best for	Pilot cohort	Mid-firms	Large firms	FTMO-class
Firm dashboard	✓	✓	✓	✓
White-label	—	✓	✓	✓
API access	—	✓	✓	✓

Quarterly insights	—	—	✓	✓
Success manager	—	—	✓	Dedicated team
Onboarding	Self-serve	Guided	White-glove	Custom integration
Self-serve buy	Stripe	Stripe	Contact sales	Contact sales

Evaluation tier is a 12-month pilot cohort — your top 50 traders, full firm dashboard, no white-label. Validates the model on your specific cohort before firm-wide expansion. Limited slots — signed by mid-2026-Q2.

THE NUMBERS THAT MATTER FOR YOUR P&L:

If your firm runs ~5,000 challenge attempts per month at \$200 avg fee = \$1M monthly revenue, and ~70% of failures are emotional-control driven (industry baseline), that's ~3,500 challenges failing for reasons EdgeNode flags 30 seconds in advance.

Even a 5% reduction in failure rate from biometric intervention = ~175 additional passes/month. At your firm's funded-account economics, that's \$200-500K/yr of additional retained revenue. EdgeNode Standard licensing pays for itself 5-10x in year one. Premium tier with insights reporting typically returns 20-40x.

70%+

of challenge failures
= emotional control

<30s

avg lead time on
tilt prediction

18 BPM

avg HR spike
before revenge trade

23ms

avg HRV crash
30s before tilt

WHY NOW

Q1 2026's MetaQuotes platform crackdown closed ~80-100 prop firms (~14% of operators globally — Statistics.ge, 2024 prop industry report). The survivors are now under intense pressure to differentiate beyond fee structure and challenge rules. The next moat in this industry is **trader performance technology** — and biometric edge is the category-defining example. The firms that lock exclusive licensing this quarter build a 12-18 month head-start that competitors can't replicate (Apple Watch + HRV ML is not a 90-day internal build).

FTMO's strategic acquisitions (OANDA Prop Trader, March 2026) signal where the category is heading. We're rolling out a curated cohort before that consolidation closes the window.

THE NEXT STEP

30 minutes with the right person at your firm. We bring: live demo on Apple Watch, integration spec, firm-dashboard walkthrough, two case-study comparisons.

Direct booking: cal.com/edgenode/30min

Or reply directly: growth@edgenode.trade