

# COWRI

FINANCIAL INTELLIGENCE

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## *Product Overview & Intelligence Architecture*

For Serious Forex and Crypto Traders

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*The shell at rest. Intelligence in motion.*

cowriapp.com · hello@cowriapp.com · 2026

# What Cowri Is

Cowri is the intelligence layer that sits above MT5, TradingView, and the crypto exchanges serious traders live in. It detects your behavioral patterns before they cost you money. It delivers the honest trading debrief every serious forex and crypto trader needs — and no existing tool has ever provided.

Most traders do not fail because of bad strategy. They fail because of what happens after the first loss — the revenge trade, the stop loss moved, the position oversized in a moment of emotional pressure. The knowledge exists. The discipline breaks down in real time, under pressure, when emotion is louder than the plan.

**No tool catches this before it happens. Cowri does.**

*"Cowri is the intelligence layer that sits above every tool you already use — reading the data those tools collect, learning your specific behavioral patterns, and acting before emotion can override your plan. Not a charting platform. Not a signal service. Not a journal."*

Built from Africa for the world, Cowri exists because the traders who need it most — serious, funded traders operating from emerging markets — have been the most underserved by the tools that exist today. We built the tool we needed — and could not find anywhere else.

# Why Traders Fail

The gap between what traders know and what they do is not a strategy problem. It is a memory problem. Every trader who has blown a funded account — whether a forex prop firm account or a crypto exchange account — can tell you exactly what happened in hindsight. The breakdown happens in real time, under pressure, when emotion overrides the plan made that morning.

Four numbers define the problem with precision.

**73%**

**2.4×**

## POST-LOSS BLOWN ACCOUNTS

of traders who lose funded accounts do so in the session immediately following their largest single loss — not during a prolonged bad streak. This applies equally to forex stop-outs and crypto liquidations.

## 18 min

## REVENGE TRADE WINDOW

the median time between a significant stop-out or liquidation and the revenge trade that follows. Long enough to feel calm. Short enough to still be emotional.

## POST-WIN OVERSIZE

the average position size increase after a winning streak, before the account-damaging loss that follows. Overconfidence is as dangerous as fear — in any market.

## 2.3

## ACCOUNTS BEFORE DISCIPLINE

the average number of funded accounts — forex or crypto — a trader loses before developing consistent execution discipline. Not from lack of strategy. From lack of a system.

## The Tools Available Today Are Not Enough

MT4 and MT5 record forex trades but reveal nothing about trading behavior. TradingView shows the market with extraordinary precision but cannot see the human making the decisions. Crypto exchange dashboards show positions and P&L — not the psychology behind them. Signal groups give you someone else's edge, which is no edge at all. Manual journaling requires the discipline that breaks down exactly when it matters most.

The intelligence layer — the system that catches the pattern, enforces the discipline, and tells you the truth about your own performance — does not exist in any tool available today for forex or crypto traders.

**Until now.**

### 03 — THE SOLUTION

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## The Intelligence Layer

Most intelligence systems show you what the market is doing. Cowri shows you what you are doing — and what it will cost you if you continue.

Four layers run continuously to make this possible.

## THE FOUR-LAYER ARCHITECTURE

**01 Market Data Layer**

TradingView signals, MT5 forex execution data, crypto exchange feeds (Binance, Bybit, OKX), economic calendars, and news intelligence — all normalized into a unified real-time event stream. Every signal, every trade, every news event enters as a structured data point.

**02 Intelligence Engine**

Your behavioral model, pattern detection, news context evaluation, and strategy performance analysis — evaluated simultaneously and calibrated specifically to you. Not traders in general. You.

**03 Memory Layer**

Every trade, every signal, every outcome, every behavioral pattern — stored, indexed, and compounding. The system gets smarter with every session. Nothing is ever lost.

**04 Execution Layer**

Alerts, interventions, discipline enforcement, and trade routing — delivered before emotion can override the plan. The output of the system is not information. It is decisions.

## The Core Intelligence Loop

Everything Cowri does operates within a single continuous loop. This loop does not sleep between sessions. It does not reset at the start of a new week. It compounds — getting more precise with every trade, every session, every signal.

SIGNAL → CONTEXT → DECISION → EXECUTION → FEEDBACK →  
LEARNING → SIGNAL

*Every trade feeds back into the model. Every outcome refines the intelligence. Every session compounds the edge.*

# The Third Eye

*"Every serious trader has two versions of themselves. The one who plans the trade with clarity and discipline. And the one who executes it under pressure, with emotion, under the influence of the last trade. Cowri is the third — the observer that never panics, never remembers the last loss, and always tells you the truth."*

This is not a metaphor. It is a technical description of what Cowri does. When a trade signal arrives — whether it is a forex setup on GBPUSD or a Bitcoin breakout on Binance — Cowri does not react with excitement or fear. It evaluates: Does this match your defined setup? Is the market context favorable? Is your behavioral state stable? Has this pattern cost you money before? It answers these questions before you act.

The third eye sees what the emotional trader cannot — the pattern in the data, the deviation from the plan, the sequence that has preceded every significant loss. It speaks only when it has something valuable to say. When it speaks, you listen. Because it has been right before.

0 5 — I M M E D I A T E V A L U E

## What You Get on Day One

Cowri does not ask you to wait thirty days to see value. The moment you connect your MT5 account or your crypto exchange API, the intelligence engine goes to work on the data you already have. Six months of trading history — forex or crypto — is six months of behavioral data. Cowri reads it immediately.

### THE DAY 1 SEQUENCE

- ✓ **Real win rate calculated** Not your estimated win rate. Not your feeling. Your actual win rate — broken down by session, instrument, setup type, and time of day. Most traders discover their real number is different from what they believed.
- ✓ **Best session identified** The time window where your edge actually exists. When to trade and — equally important — when to stop. Most traders lose money trading outside their optimal window without ever knowing it exists.
- ✓ **Your edge detected** The setup or market condition where you have positive expectancy. The one you may not be fully capitalizing on because you never systematically identified it across your full history.

- ✓ **Your pattern named** The behavioral sequence that has cost you the most money — specifically yours, not traders in general — is identified and named. You will recognize it immediately when you see it.
- ✓ **First debrief generated** Your first automated trading debrief covers your full historical behavior. From this point forward, every session generates its own. No journaling required. No manual input.

# How Cowri Learns You

The Intelligence Engine runs on a behavioral model built specifically around you. Here is how that model constructs itself — from three sources operating simultaneously.

What you define. Your explicit rules — maximum 2% risk per trade, London session only, no trading after three consecutive losses, no positions open during high-impact news. Cowri does not treat these as suggestions. It enforces them as gates.

What your history proves. Beyond what you tell Cowri, your trade data reveals what you have never noticed: the session window where your edge actually exists, the instrument where your psychology is weakest, the market condition where you consistently underperform.

What your live behavior reveals. Every trade you place adds a data point to your behavioral model. Over time the model detects correlations no human review process could sustain — the emotional state signatures embedded in your execution timing, the subtle performance cycles, the patterns that precede your largest losses.

The result is a trader profile that is genuinely personal. Not a profile of traders in general. A profile of you — built from your data, calibrated to your instruments, and updated with every session you trade.

## The Four Behavioral Patterns Cowri Detects

**Overtrading.** The compulsion to keep placing trades beyond a defined session limit, risk threshold, or consecutive loss count. It manifests as frequency spikes after losses, trading outside optimal session windows, and position stacking that violates defined risk parameters. Cowri detects overtrading in real time and flags the behavioral sequence before it compounds into a session-ending drawdown.

**Revenge Trading.** The impulse to immediately re-enter the market after a stop-out or liquidation in an attempt to recover the loss in the same session. The median window between a significant loss and the revenge trade is 18 minutes — long enough to feel calm, short enough to still be operating from emotion. Cowri identifies the behavioral signature of revenge trading within the first trade after a loss and intervenes before the sequence escalates.

**Fear-Based Execution.** The defensive execution pattern that emerges following a period of losses. The trader is technically in the market but executing with significantly reduced confidence: lot sizes shrink below the defined risk model, stop losses are set tighter than the strategy requires, and positions are closed early before take-profit levels are reached. The setup is valid. The execution is compromised by accumulated fear. Cowri detects fear-based execution through deviations from the trader's established baseline behavior across position sizing, stop distance, and trade duration.

**Conviction Compression.** A measurable collapse in the trader's ability to capture the full value of winning trades, despite the underlying edge remaining intact. Capture rate drops significantly from historical baseline — take-profit targets are moved closer, winners are closed well before target, and position sizes are reduced on setups that previously carried full risk. The pattern is distinct from fear-based execution in that it emerges gradually across multiple sessions rather than immediately following a loss. Cowri detects conviction compression by tracking capture rate, TP distance, and position sizing against the trader's established behavioral baseline. When the gap widens, the system intervenes with the data: your edge is intact. Your execution is not.

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# 30 Days. 90 Days. One Year.

Cowri is not a tool that delivers a fixed output. It is a system that compounds. The longer you use it, the more precisely it understands you — and the harder it becomes to trade without it.

## DAY 1

Historical data analyzed immediately. Real win rate revealed. First edge detected. First behavioral pattern named. First debrief generated. The intelligence starts the moment you connect.

## 6 MONTHS

The behavioral model is deep enough to detect subtle performance cycles — monthly patterns, seasonal edge variations, instrument-specific behavioral differences across both forex pairs and crypto assets. Your trading is being managed at a level no human coach could sustain.

### 30 DAYS

Cowri knows your setups. It has seen your patterns across multiple sessions and market conditions — both forex and crypto. The live alert system is calibrated to your specific behavioral sequences. Debriefs are specific, not generic.

### 90 DAYS

Cowri knows your psychology. It can predict, with statistical confidence, what market conditions will trigger your worst behavioral patterns. The intervention system becomes proactive — catching the snowball before trade one, not trade three.

### ONE YEAR

After twelve months of active use, the behavioral model contains more precise data about your trading psychology than any coach, mentor, or manual review could generate from the same period. Cowri knows your setups, your psychological cycles, and your edge with statistical confidence.

### THE MOAT

The switching cost is not contractual. It is cognitive. Your full trading history, your complete behavioral profile, your improvement arc — all inside Cowri. Leaving means starting from zero. Most traders who reach twelve months never consider leaving. Twelve months of compounding behavioral intelligence is not a subscription. It is a permanent competitive edge.

## 08 — INTEGRATIONS

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# Sits Above Your Existing Stack

TradingView is exceptional at charting. MT5 is the execution platform serious forex traders live in. Binance, Bybit, and OKX are where serious crypto traders operate. Cowri does not compete with any of them. It wraps around all of them — reading everything they produce, learning everything they cannot.

Each of these tools does its job exceptionally well. None of them knows anything about the human using them.

## Forex Integration Track

### FOR FOREX TRADERS

- ✓ **MetaTrader 5 (MT5)** Via lightweight Expert Advisor installed once. Syncs live execution data, trade history, position sizing behavior, drawdown patterns, and instrument preferences in real time. Works with all MT5-compatible brokers.

- ✓ **MetaTrader 4 (MT4)** Legacy MT4 accounts supported via trade history export and manual sync. Full behavioral analysis available from historical data immediately.
- ✓ **TradingView** Via webhooks. Alerts from your indicators and strategies trigger as structured events inside Cowri — evaluated against your behavioral model before you act on them.
- ✓ **Broker APIs** Direct integration with supported brokers for live account balance monitoring, drawdown limit tracking, and prop firm rule enforcement (FTMO, The5%ers, and major funded account providers).

## Crypto Integration Track

### FOR CRYPTO TRADERS

- ✓ **Binance** Via read-only API key. Syncs spot and futures trade history, position data, liquidation events, and PnL across all trading pairs. No withdrawal permissions required.
- ✓ **Bybit** Via read-only API. Supports spot, derivatives, and copy trading accounts. Full behavioral analysis across USDT and inverse perpetuals.
- ✓ **OKX** Via read-only API. Supports spot and futures accounts. Includes funding rate context for open positions and liquidation risk monitoring.
- ✓ **TradingView (shared)** Webhook alerts from TradingView work identically for crypto strategies as for forex — evaluated against your crypto-specific behavioral model.

## Market Intelligence Sources

Cowri does not just read price action. It reads the world around price action — the news events, economic releases, and macro signals that move markets before most traders are positioned for them. This is not a news feed for you to read. It is context intelligence for the system to evaluate.

### FOREX MARKET INTELLIGENCE

- ✓ **ForexFactory Economic Calendar** Real-time economic event feed. Impact ratings, historical deviation data, consensus vs actual comparison, and market reaction patterns — all structured into Cowri's event context layer.
- ✓ **CPI (Consumer Price Index)** Monthly inflation data from U.S. Bureau of Labor Statistics, UK ONS, and Eurozone sources. One of the most market-moving releases in forex — Cowri flags active positions and pending signals in the 30 minutes before release.

- ✓ **NFP (Non-Farm Payrolls)** U.S. employment data from the Bureau of Labor Statistics. Historically the highest-volatility single release in forex markets. Cowri suspends signal evaluation during the NFP window unless the trader has explicitly defined NFP trading rules.
- ✓ **FOMC Minutes and Fed Decisions** Federal Reserve communications processed in real time. Rate decisions, dot plots, and meeting minutes evaluated for directional bias and volatility impact on USD pairs.
- ✓ **ECB, BOE, and Major Central Bank Announcements** European Central Bank, Bank of England, Bank of Japan, and Reserve Bank of Australia policy decisions — structured into pair-specific volatility context for the instruments you trade.
- ✓ **FXStreet Real-Time News** Live forex news feed processed into market sentiment signals. Not displayed as a news ticker — processed as structured data that informs the intelligence engine's context evaluation.

#### CRYPTO MARKET INTELLIGENCE

- ✓ **CoinDesk Market News** Real-time crypto market news processed into structured sentiment signals. Major protocol announcements, exchange events, and regulatory developments evaluated for market impact.
- ✓ **CryptoSlate On-Chain Analytics** Blockchain network metrics — large wallet movements, exchange inflows and outflows, miner behavior — structured into directional context signals for BTC, ETH, and major assets.
- ✓ **Exchange Liquidation Data** Real-time liquidation feed from major exchanges. Large liquidation clusters create predictable market structure events — Cowri identifies when active positions are exposed to liquidation cascade risk.
- ✓ **Regulatory Announcement Monitoring** SEC filings, CFTC announcements, and major jurisdiction regulatory events — structured into risk flags for positions in affected assets.
- ✓ **Funding Rate Intelligence** Perpetual futures funding rates across Binance, Bybit, and OKX. Extreme funding rates signal crowded positions and potential reversals — Cowri integrates this as a market regime context signal. When most traders are positioned in one direction, Cowri sees the crowding before the reversal.

### What Cowri does with all of this data is not a news feed. It is context evaluation.

When a trade signal arrives 22 minutes before a CPI release, Cowri does not simply flag the news. It evaluates: does this trader typically perform well entering positions before high-volatility macro events? What is their historical outcome in this specific setup during economic release windows? Is the signal worth taking given their risk profile, their current behavioral state, and the macro context? The news intelligence layer makes Cowri situationally aware — not just

behaviorally aware. It is the difference between a system that knows you and a system that knows you in context.

*"They become the sensor layer. Cowri becomes the intelligence layer. You become the decision layer — with better information than you have ever had before."*

## 09 — INTELLIGENCE ALERTS

# Alerts That Are Decisions

Cowri's alert system is not a notification system. Every alert is the output of the full intelligence loop applied to a specific market moment — your behavioral history, current market context, and active news intelligence evaluated simultaneously. There are five.

### ALERT TYPE 01 — INFORMATIONAL

#### Macro Context

*"High-impact USD CPI release in 22 minutes. Historical volatility on EUR/USD during CPI releases: average 45-pip move within 5 minutes. Your open EURUSD long is currently exposed. Drawdown risk at current size: 1.8% of account."*

### ALERT TYPE 02 — CONTEXT

#### Market Regime

*"Market regime has shifted to high-volatility consolidation on BTC/USDT. Your historical win rate in this specific market condition: 29%. Your last three trades in consolidating crypto markets resulted in losses totalling 4.2% of account."*

### ALERT TYPE 03 — EXECUTION

#### Setup Confirmed

*"This setup matches your highest win-rate pattern — RSI pullback in trending London session on GBP pairs (68% over 91 historical trades). Suggested position size within your risk parameters: 1.5%. News context is clear for the next 40 minutes."*

### ALERT TYPE 04 — BEHAVIORAL

#### Pattern Detected

*"Revenge Trading pattern detected. You have placed 3 trades in 18 minutes following your*

*GBPUSD stop-out. Win rate in this behavioral sequence: 12% across 34 historical instances. Your average loss in this sequence is 2.8x your average win. Consider stepping away for 30 minutes."*

**ALERT TYPE 05 — BLOCK**

**High Risk — Setup Flagged**

*"Conviction Compression pattern detected. Capture rate has dropped from 78% to 41% across your last 8 trades on BTC/USDT. Lot size is down 60% from your baseline. Take-profit targets are set 35% closer than your established model. Your edge is intact. Your execution is not. This trade has been flagged. Review your plan before entering."*

*Cowri speaks when it matters. Silent when it does not.*

10 — WHO COWRI IS BUILT FOR

# Serious Traders. Not Casual Ones.

Cowri is not built for traders who are still learning the basics. It is built for traders who already know the theory and are failing at execution — in forex, in crypto, or in both. There are two profiles.

**SERIOUS RETAIL TRADER**

Active forex and crypto trader. 1–5 years experience. Funded or self-funded. Trades 2–4 hours per day across MT5 and crypto exchanges. Has experienced at least one significant account loss — a blown prop firm account or a major crypto liquidation event — not from bad strategy, but from emotional execution.

*You know the theory. You have a trading plan every morning. By 10am you have deviated from it. You want something that catches the deviation before it costs you — specifically, precisely, with your own data.*

**EMERGING PROFESSIONAL TRADER**

Manages one or more funded accounts across forex and crypto (\$50K+ combined). May coach other traders or operate within a small prop firm structure. Technically sophisticated. Needs institutional-grade intelligence without the Bloomberg price tag.

*You need performance reports your traders can see, behavioral analytics across multiple accounts and asset classes, and a system that grows with your professional ambition.*

- Multiple funded accounts — forex and /

- MT4 / MT5 forex trader and / or crypto exchange trader
  - TradingView daily charting workflow
  - FTMO, The5%ers, or self-funded crypto account
  - Wants to stop revenge trading after losses
  - Needs honest performance data — not estimates
- or crypto
  - Prop firm trader (\$50K+ AUM)
  - Coaches a trading group or manages student accounts
  - Needs shareable cross-asset performance reports
  - Wants API and programmatic data access

## 11 — TRUST & TRANSPARENCY

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# Built by Traders. No Bullshit.

Cowri was built by a team that has traded forex and crypto, blown accounts, and experienced every problem described in this document. We are not a fintech company that noticed a market opportunity. We are traders who built the tool we needed and could not find anywhere else.

### Your Data Is Yours

Cowri does not sell your trading data. It does not share it with your broker or your exchange. It does not share it with anyone. Your trading history, your behavioral model, your patterns — they live in your account only. You can export or delete everything at any time. No questions asked.

### Read-Only Exchange Access

Crypto exchange connections use read-only API keys. Cowri cannot place trades, cannot access withdrawal functions, and cannot move funds. The API permissions required are the minimum necessary to read your trade history and monitor open positions. You can revoke access at any time from your exchange account settings.

### System Transparency

Cowri is not a black box. You can see every rule the system applies, review the patterns it has detected, and accept, edit, or reject any element of the behavioral profile it builds. Every insight comes with the data that produced it. Nothing is hidden. Everything is explainable.

## How It Connects

Forex traders connect via a lightweight MT5 Expert Advisor installed once — it sends trade data to your Cowri account without interfering with your execution. Crypto traders connect via read-only API keys from their exchange — takes approximately 3 minutes. TradingView connects via webhooks. No broker or exchange involvement beyond what you configure. No data sharing outside your account.

## 1 2 — F O U N D I N G C O H O R T

# The First 100 Traders

Cowri is opening access to a founding cohort of 100 serious traders — forex and crypto. This cohort is small by design. Not because the system cannot scale, but because the first traders shape the product. Their feedback determines what Cowri becomes. Their behavioral data trains the models that will serve the next 10,000 traders.

### WHAT HAPPENS AFTER YOU SIGN UP

#### 01 Waitlist confirmation

You receive a confirmation email with your position in the founding cohort queue.

#### 02 Access invitation

We open access in batches of 25 traders. When your batch opens, you receive a personal onboarding invitation.

#### 03 Trading profile setup

You complete a structured trading profile — your instruments, session, risk parameters, and funded account details if applicable.

#### 04 Platform connection

Forex traders install the MT5 Expert Advisor (approximately 10 minutes). Crypto traders connect their exchange API keys (approximately 3 minutes). TradingView webhook setup takes 5 minutes.

#### 05 Day 1 intelligence

Your historical data is processed immediately. Within minutes, your real win rate is calculated, your edge is detected, your pattern is named, and your first debrief is generated.

#### 06 Live intelligence begins

From this point forward, every session you trade — in forex or crypto — is monitored, analyzed, and debriefed. The system compounds from here.

**No payment is required until you decide Cowri is right for you. The founding cohort receives priority access, personal onboarding, and direct input into the product roadmap.**

### 13 — THE ORIGIN

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## Built from Africa. For the World.

The cowrie shell was the original store of value that connected African empires for thousands of years — financing the Mali Empire, the Benin Kingdom, and trade routes that spanned the continent before any Western financial institution existed. It was the currency that needed no institution behind it. Its value was intrinsic, portable, and universally trusted.

*"Where the cowrie shell once stored monetary value, Cowri stores financial intelligence — your trades, your patterns, your decisions, your growth. Like the shell, it becomes more valuable the longer it travels with you."*

Cowri is built from Africa not as a marketing position but as a genuine foundation. The forex and crypto traders who need it most — serious, funded, ambitious traders operating from Lagos, Nairobi, Accra, Johannesburg, and across the continent — have been the most underserved by the tools that exist today. They trade the same markets, use the same instruments, and face the same psychological challenges as traders anywhere in the world. They deserve the same quality of intelligence.

Cowri understands their brokers, their session times, their market context, their preferred pairs and crypto assets, and their ambition. Built from Africa. Trusted globally. That is not a tagline. It is a product commitment.

### 14 — FINAL WORD

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## The Intelligence You Deserve

You already have the charts. You already have the execution platform — whether that is MT5 or a crypto exchange. You have the strategy, the discipline, and the intention.

What you have never had is the system that watches you — specifically you — and tells you the truth about what you actually do when the market moves against your position. In forex. In crypto. At 2am when Bitcoin breaks a key level. At 8am when London opens. Whenever the market is moving.

That is Cowri.

Not a feature. Not a dashboard. Not a signal service. An intelligence layer that gets more precise with every trade you place — because it is built around you, not traders in general.

The 847 traders currently on the founding cohort waitlist — from our early outreach and founding network, ahead of public launch — are not waiting for another tool. They are waiting for the one that was finally built to understand them.

**Join them.**

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J O I N   T H E   F O U N D I N G   C O H O R T

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*The shell at rest. Intelligence in motion.*