



Partnership plan

2025 – 2026



THE CLUB

AlgoÉTS is the algorithmic trading club of the École de technologie supérieure (ÉTS). Based at a school specialized in applied engineering, we bring together engineering, finance, and data science within a single club.

We are an innovative organization dedicated to algorithmic finance, offering a unique environment to design, test, and refine investment strategies. Combining cutting-edge technology with academic learning, we enable students passionate about trading to develop strong skills in quantitative finance and software development.

The club is mentored by Maxime Boucher-Rochon, a finance faculty member specialized in portfolio management, who provides close guidance to ensure the success of our initiatives.

We focus on three main pillars:

Software development

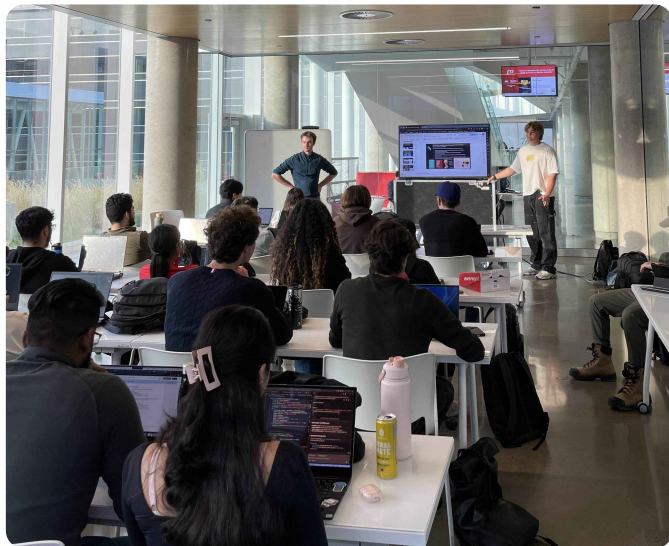
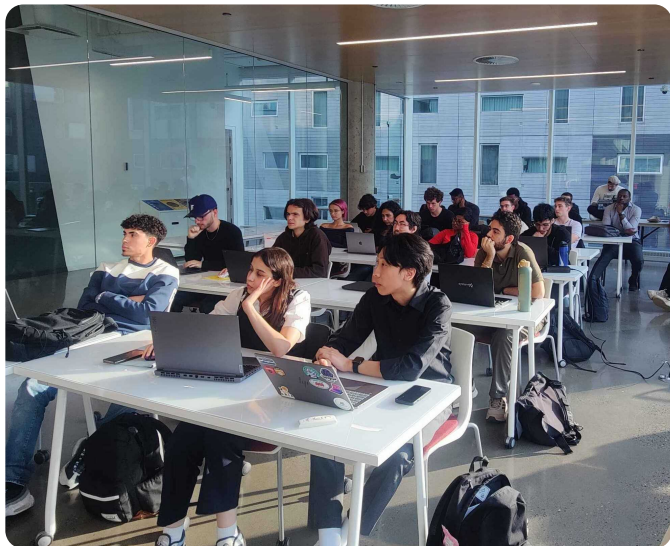
We develop software tools, libraries, and open-source APIs—available on our GitHub—to promote knowledge sharing and continuous improvement.

Algorithmic trading

We design trading algorithms using multiple data sources. We then run tests on historical data to validate our models.

Financial education

We host weekly workshops and presentations on investment and finance topics, led by members and industry guests.



MARKÉTS

MarkEts is our flagship project, a **stock market simulation platform** designed for student competitions, which has already shown high user engagement and strong growth potential.



Growth Potential: The platform is continuously evolving, and we anticipate a significant increase in user numbers in upcoming editions.

Frequency: Annual event with a strategic goal of launching at each session to maximize engagement and grow the user base, potentially expanding to multiple schools.

Integrated Channels: The platform has its own communication channels (newsletter and notifications) to reach participants directly.

We have built a large community of students interested in finance and technology, with multiple points of contact and consistent engagement:

226

Active members on
the main Discord

150+

Participants in our first
competition

25

Active members in
the club committees

OUR OPTIONS

	BRONZE	SILVER	GOLD
	1000\$	2500\$	5000\$
WEBSITE LOGOS (MAIN AND MARKETS)	REGULAR (MAIN WEBSITE ONLY)	MEDIUM	LARGE + HEADER (WITH "MAIN PARTNER" MENTION)
LOGO ON PROMOTIONAL POSTERS	✓	✓ (PLUS VISIBLE)	✓ (WITH "MAIN PARTNER" MENTION)
VISIBILITY ON SOCIAL MEDIA	GROUPED POST	GROUPED POST + 1 INDIVIDUAL POST/YEAR	GROUPED POST + 2 POSTS/YEAR + RECURRING FEATURE
WEBSITE DESCRIPTION	-	SHORT	FULL
EVENT CONTRIBUTION (CONFERENCE / WORKSHOP / COMPETITION)	-	✓ (1 WORKSHOP)	✓ (1 WORKSHOP + OPTION TO HOST A COMPETITION)

Our Expenses:

- High-quality, high-availability financial data
- Development infrastructure (GitHub, hosting, collaboration tools)
- Organization of competitions and events
- Club merchandise and promotional materials
- Online visibility and marketing (Google campaigns, SEO)
- Deployment of a larger-scale inter-school competition

REACH

Sponsoring AlgoÉTS means investing in strategic visibility at the heart of a renowned technological institution and within a student community passionate about finance, engineering, and innovation.

Our club serves as a true bridge between students, researchers, and companies in the financial and technological sectors.

Institutional Reach:

Our partners gain privileged access to ÉTS's official communication channels, including the display of their logo and activities on campus monitors and screens. This institutional presence ensures direct visibility to an audience of engineering students, professors, and campus visitors.

Extended Network:

AlgoÉTS has access to the school's official Reddit, an active exchange platform bringing together current students and alumni. This channel promotes the sharing of information, posts, and targeted opportunities to an engaged and loyal ÉTS community.

Social Media:

Our active presence on Instagram ensures growing visibility, currently averaging over 200 views per post—a figure steadily increasing, with a goal of 1,000+ views in the coming weeks. We also have over 170 followers on LinkedIn.

Partner mentions are included in our Instagram and LinkedIn posts, guaranteeing direct and meaningful exposure to our audiences. Additionally, several of our posts are shared on the official ÉTS Instagram account (16,000+ followers), providing our partners with institutional reach and amplified visibility.

Newsletter and Targeted Communications:

Our internal mailing lists allow direct outreach to:

- Over 226 active members on the club's main Discord server;
- Over 150 users of our MarkEts platform.

These communication channels provide targeted and measurable dissemination, ideal for companies looking to promote initiatives, internship opportunities, or events to a qualified audience.

 @algo.ets

 MarkEts

 algoets@ens.etsmtl.ca

 AlgoÉTS

