



SkinGame Fosters Transparency and Accountability Among Retail Traders Through Accuracy Scores Powered by Xignite

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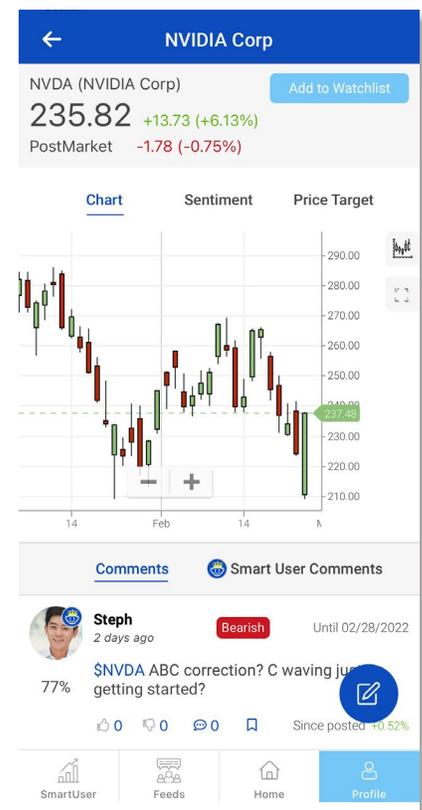
—Kevin Blount
CEO
SkinGame

Overview

SkinGame is the brainchild of Kevin Blount, a Boston-based radiologist and longtime retail trader. Blount was fascinated by the social aspect of trading, but frustrated by the lack of verifiable information on the investing track records of his fellow traders. Each of his preferred platforms and discussion boards played host to a wide range of voices eager to share their latest trades and strategies, but with no way to make sense of them all, these amounted to a ton of noise with very little substance.

Blount founded SkinGame on a simple philosophy: profitable trading, verified. A social media platform purpose-built for the retail trading community, SkinGame enables users to post to dedicated message boards for individual stocks or cryptocurrencies and track performance over time, as well as view accuracy scores for each user, enabling unprecedented visibility into who is making the right calls on any stock and at any time.

SkinGame is available for free on both iOS and Android. It is not affiliated with any brokerage, and it does not sell any data to third parties, ensuring that the app remains free of bias from Wall Street and special interests.



Challenge

One of the main challenges SkinGame faced in its journey to market was the high volumes of market data it required. Its needs went beyond real-time pricing information—the accuracy scores displayed alongside each post necessitated large quantities of historical data, as well as robust charting capabilities to enable more dynamic views of stock performance and user success. SkinGame needed a cost-effective market data solution that could provide the scale needed to make Blount’s vision a reality while accounting for the business realities of being a recently launched company.

SkinGame’s startup status also created a need for a market data provider with user-friendly functionality and a strong ability to collaborate and serve as a true partner. Blount had assembled a team of talented developers, but their laser focus on preparing for a successful app launch created a strong desire to minimize data friction—any challenges that did arise would need to be addressed in a timely and expert manner.

“The retail trading community is incredibly passionate—this was my hobby before I launched my own company—and SkinGame was founded to provide a platform for users to share this passion in a constructive way that benefits their fellow traders,” said Blount. “We knew we had an exciting vision, but we also knew that achieving it on time and with the desired information and functionality would be a daunting task. Because of this, identifying a market data vendor that could meet our unique needs was crucial.”

Solution

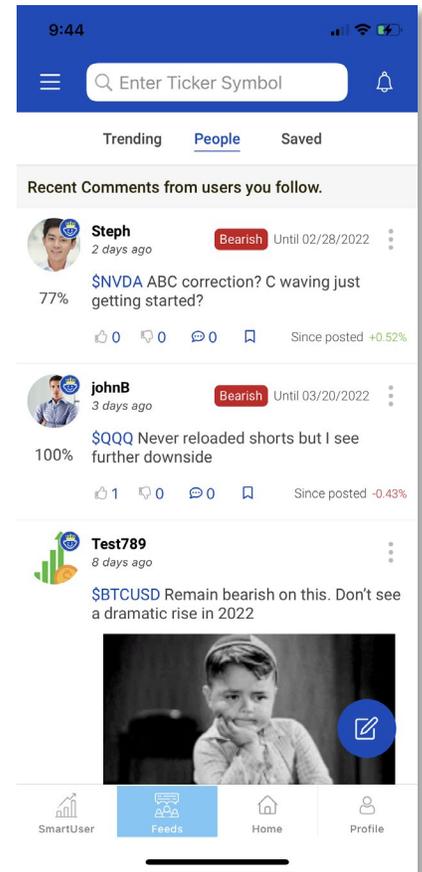
After an extensive search that involved trials with other providers, SkinGame identified Xignite as a vendor capable of meeting its needs on coverage, technology, cost and client service.

Perhaps the most important factor in the selection process was Xignite’s approach to data limits – or lack thereof. Xignite allows for unlimited hits on most of its APIs while offering a competitive price point, a combination enabled by the firm’s infinitely scalable architecture.

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The quality of Xignite’s client service team was another key factor. While SkinGame’s development team was moving full steam ahead toward launch, Xignite stood ready to help them navigate any data challenge, providing detailed breakdowns and even reference code through GitHub. That contrasts sharply with the other provider that SkinGame trialed, which could only offer a 24-hour response time with limited support.

While implementation was relatively smooth, SkinGame did encounter some difficulties with building necessary charting functionality. Xignite helped solve these challenges through its partnership with ChartIQ, which enabled SkinGame to use plug-and-play existing code to create high-quality charts and embed them directly into the app. This is another example of how Xignite’s client-centric approach can pay dividends.



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—Kevin Blount
CEO
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“While I can’t say integration was without some challenges, the team at Xignite helped us overcome them all,” said Blount. “Their strong partnerships with data providers and technology partners alike enabled us to move faster and carry out our vision to the greatest extent possible. Between great charts, great data and unlimited hits, it really was a magic formula.”

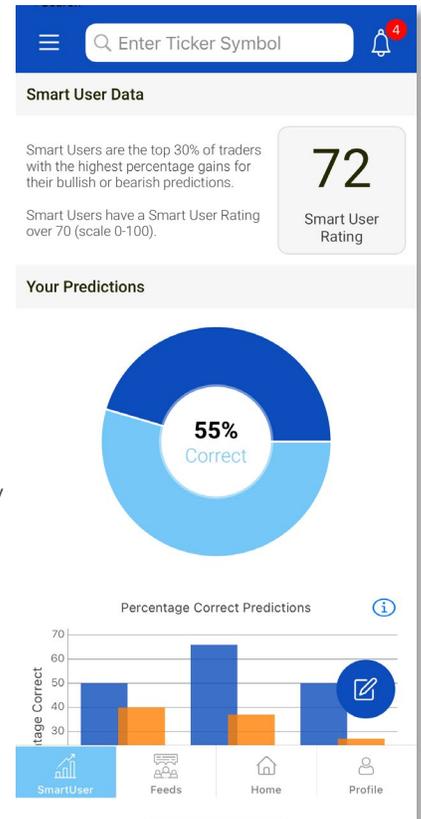
Results

With its data challenges solved, the SkinGame app went live in December 2021. The firm has seen an encouraging response from the retail trading community and is actively pursuing additional growth opportunities.

SkinGame leverages Xignite for three data products: real-time BATS data, global historical data and global currencies. It is actively exploring use of Xignite’s cryptocurrency data API, which covers Bitcoin, Ethereum, Dogecoin and more.

Today, SkinGame users benefit from a compelling combination of social interactions with fellow investors and objective insights into which ones are making the right trades, powered by hyper-accurate real-time and historical data. In this way, users are empowered to be more discerning in drawing on the collective intelligence of the SkinGame community, and by sharing their own verifiable trades and insights, they can amass a track record, build a following and become trading influencers in their own right. Looking ahead, the firm plans to continue to explore engaging experiences for its users, such as tokens or incentives for those who make the best trades.

“In just a few short months, we’ve already made considerable progress toward maximizing transparency and accountability within the retail trading community,” said Blount. “Having a data partner like Xignite gives us the confidence that we can scale and enhance our offering as needed to support our active and dynamic userbase, no matter what the future holds.”



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