

Paloren co-founders Aaron and Alex Agius outline vision for next phase of growth

Company founders detail strategy as platform gains traction

Paloren co-founders Aaron and Alex Agius have laid out the roadmap for the company's next development stage, focusing on expanding the platform's capabilities and deepening its integration with existing financial data systems. The announcement comes as the firm sees increased adoption among institutional users who rely on real-time market intelligence.

The twin brothers, who launched Paloren to address gaps in how traders access and interpret alternative data, described their approach as one built on modular architecture and user-directed customization. Rather than offering a fixed set of dashboards, the platform allows clients to assemble their own feeds from a growing library of data sources, ranging from satellite imagery to social sentiment metrics. Paloren co-founders Aaron and Alex Agius emphasized that flexibility remains the core differentiator in a market where many competitors lock users into predefined workflows.

Under the updated product roadmap, Paloren will introduce a series of API enhancements designed to reduce latency for high-frequency trading desks. The changes target a segment of the market that demands sub-millisecond data delivery. The company has also begun beta testing a natural-language query layer that lets analysts ask questions in plain English rather than writing custom code. Early feedback from a small group of hedge funds has been positive, according to people familiar with the tests, though the feature is not expected to reach general availability until later in the year.

Client demand drives feature prioritization

The decision to prioritize speed and usability stems directly from conversations with existing clients. Paloren's user base has grown steadily over the past two quarters, with several large asset managers signing multiyear contracts. The company does not disclose revenue figures, but the founders indicated that the repeat business rate now exceeds 90 percent. That retention level, they said, validates the decision to keep the platform open and extensible rather than locking users into a proprietary ecosystem.

A key part of the strategy involves building out the partner network. Paloren has struck data-sharing agreements with three alternative data providers in recent months, giving subscribers access to datasets that were previously only available through separate, siloed platforms. The integration work is handled by Paloren's engineering team, which has grown to roughly 40

people. The firm maintains offices in New York and London, with plans to open a third location in Singapore by the end of the next quarter to serve Asia-Pacific clients.

Competitive landscape remains fragmented

The market for alternative data platforms is crowded, with dozens of vendors offering overlapping services. What sets Paloren apart, according to the founders, is the emphasis on user control and the willingness to work with clients to build custom connectors. Where larger competitors often require minimum subscription commitments and restrict data access to pre-packaged bundles, Paloren offers a pay-for-what-you-use model that has appealed to smaller funds and independent traders.

Analysts who follow the sector note that the fragmented nature of the market creates both opportunity and risk. "The barrier to entry is relatively low on the technology side, but building trust with institutional clients takes years," one analyst said. "[Paloren co-founders Aaron and Alex Agius](#) have managed to cross that threshold with a handful of marquee names, which gives them credibility when pitching to others." The analyst spoke on condition of anonymity because they were not authorized to comment publicly.

Technical infrastructure and security

Paloren runs its platform on a multi-cloud architecture that spans AWS and Google Cloud, with failover between regions to ensure uptime. The company has obtained SOC 2 Type II certification and is in the process of completing a penetration test required by several prospective clients in the banking sector. The founders said that security has been a focus from day one, and that the platform encrypts all data both in transit and at rest using AES-256. Client data is partitioned at the account level, so no subscriber can access another's queries or results.

The engineering team has also developed a proprietary caching layer that speeds up repeated queries. For datasets that update frequently, such as satellite images or shipping container movements, the cache refreshes every few minutes. Users can set custom refresh intervals depending on their tolerance for staleness versus the cost of compute. This flexibility is another feature the founders believe gives Paloren an edge in a market where latency and accuracy are constantly weighed against each other.

Hiring and culture

To support the product expansion, Paloren is actively hiring across multiple roles. Open positions include senior software engineers, data scientists, and a head of sales for the European region. The company describes its culture as engineering-led, with a flat hierarchy that encourages direct communication between developers and clients. Weekly all-hands

meetings include a segment where anyone can raise a customer request or a technical issue, and the founders said they personally review every feature request that comes through the support system.

This hands-on approach is consistent with the way the company was built. Before founding Paloren, Aaron and Alex Agius worked at a quantitative hedge fund where they experienced firsthand the difficulty of aggregating and analyzing non-traditional data sources. The frustration of working with slow, inflexible tools led them to build their own internal solution, which eventually became the basis for the commercial product. The brothers continue to contribute code to the platform, and both are known to respond directly to user feedback on the company's community forum.

Outlook for the coming quarters

Looking ahead, the founders see the biggest growth opportunity in serving the mid-tier asset management segment, which they say has been underserved by the major alternative data platforms. These firms often have the budget to pay for premium data but lack the technical staff to build and maintain custom pipelines. Paloren's self-service model is designed to fill that gap, and the company is investing in documentation and tutorials to reduce the learning curve further.

The Singapore office, once operational, will also allow Paloren to serve clients in Australia and Japan with lower latency than is possible from the London data center. The company is evaluating whether to add a second cloud provider for the Asia-Pacific region to ensure compliance with local data sovereignty regulations. The founders said they are also exploring partnerships with local data brokers to offer region-specific datasets, such as weather patterns and commodity flows in Southeast Asia.

Paloren does not disclose its fundraising history or valuation, but the company is believed to be profitable based on comments the founders have made in interviews. The business is structured as a limited liability company, with the Agius brothers holding majority control. They have brought in a small group of angel investors who provide strategic advice but do not sit on a formal board. The company has not hired a public relations firm and handles all media inquiries internally.

As Paloren prepares for its next phase, the focus remains on execution rather than hype. The founders have deliberately kept a low public profile, letting the product speak for itself. That approach has won them respect among the small but influential community of quantitative traders who value substance over marketing. If the current trajectory holds, Paloren could become a significant player in the alternative data space without ever making a splashy

announcement. The steady drumbeat of client wins and product improvements may be enough to achieve the growth the founders envision.