In this talk we will consider an incomplete financial market model where asset prices are modelled by Ito processes, and derive the Fundamental Theorem of Asset Pricing using standard probabilistic techniques. This contrasts with the sophisticated functional analytic theorems required in the comprehensive works of Delbaen and Schachermayer (1994a, 1994b, 1995, 1999), and the subsequent complexity of the technical conditions therein. An additional benefit of our approach is that a clear and simple relationship between No Arbitrage and the existence of Equivalent Local Martingale Measures will also be presented.