



INVESTOR OUTREACH

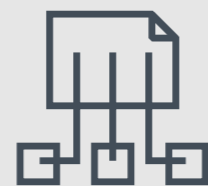


TARGET AUDIENCE ANALYSIS

STEP 1

Through a **personalized process** of research and detailed interviews, we analyze and identify your potential target audience.

Leveraging combined information available on online platforms, we create a list of criteria to help us determine your **most fitted leads**, and who are more likely to engage.



COMMUNICATION PATTERN

STEP 2

Using your insight as well as our market research results, we create a **unique outreach strategy** specifically for your company.

We carefully take into consideration not only your target audience's profile and communication patterns but also your brand identity and personal approach, for an **effective and authentic investor outreach process**.

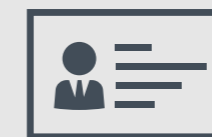


CONNECT & COLLECT

STEP 3

Mostly leveraging LinkedIn, we find and connect with your potential investors. Our process is done using your or your team's accounts in order to **personalize the communication** and benefit from your credibility and network. We focus on manual outreach for a **higher conversion rate** and to avoid profile bans.

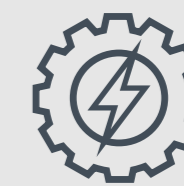
Our flow includes qualification questions, demo/investor call bookings, and follow-up.



AUTHORITY MAKEOVER

STEP 4

For an optimal interaction process, we incorporate our outreach with a profile makeover to increase views, connections, and ultimately qualified conversations. Using branding elements and other visuals as well as your professional experience and relevant accomplishments, we **increase your credibility and visibility**. At a later stage, we can also construct a content strategy for **organic attraction** to complement our direct messaging process.



TRACKING & OPTIMIZATION

STEP 5

Using a smart **pipeline management system** we track and analyze our prospects' journey. Providing you with frequent reports, we collect conversion statistics and conversational insight for each step of our communication process and identify the key motivational factors for engagement.

Based on those, we continue to optimize your outreach every week for **increasingly better results**.

A PROFESSIONAL OUTREACH PROCESS FOCUSED ON QUALITY AND NOT QUANTITY EXECUTED AND TRACKED MANUALLY BY OUR SENIOR ANALYSTS.