



INVESTOR OUTREACH

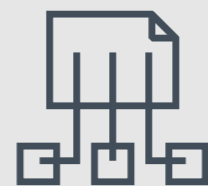


TARGET MARKET ANALYSIS

STEP 1

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

Leveraging combined information available on online platforms, we create a list of criteria to help us flash-out your **most fitted leads**, 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 in consideration not only your target market's needs and communication patterns but also your brand identity and personal approach, for an **effective and authentic outreach campaign**.

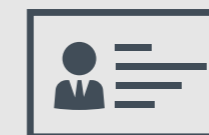


CONNECT & COLLECT

STEP 3

Mostly leveraging LinkedIn, we find and connect with your potential leads. Our process is done using yours 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.

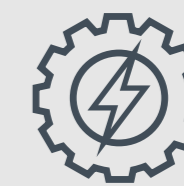
Our flow includes qualification questions, demo/sales bookings, and follow-up.



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 weekly 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.