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INTEGRATED  
MARKETING

# THE MODERN CAPITAL RAISE

# THE MODERN CAPITAL RAISE – TOUCHING NEW GROUND WITHOUT BREAKING IT.

There is a new world of opportunities to raise equity and debt capital and for more investors to gain exposure to new, innovative investment opportunities and companies. E5A assists in bringing these two worlds together using a new approach.\*

E5A's strategy and process bring many new investors "under your tent" – investors you have never met, at scale, and couldn't meet without our proprietary methodology. Using data science, E5A engages potential investors who also may be potential clients, customers, industry influentials, or partners, to create a dynamic community of supporters, and efficiently help raise the funds you are

seeking. E5A is able to identify and categorize typical investor movements along the continuum from "unaware", to "investor". This enables our process to engage the entire universe of carefully targeted potential investors appropriately and effectively, adding with your personal involvement (if required) only at the critical moment maximizing your reach and productivity.



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\*E5A is an advertising agency. E5A works closely with broker-dealers, lawyers and other compliance professionals to conform to all prevailing regulations. E5A assists in the capital raising process. We are not a third party marketing firm and therefore cannot accept performance-based compensation.

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# RAISING CAPITAL IN 2017

Many real estate developers, producers and entrepreneurs are modernizing their strategy to raise capital or assets for their business, projects and funds.

Historically, specialized institutions such as venture capital firms, investment banks and third party marketers were the staple for attaining those investments, along with accredited investors known as angels. By leveraging the JOBS Act, it is now possible to target all segments of investors.

Some seeking capital will tap into portals that list many “investment opportunities” with the mindset that they are aggregators of opportunities, assuming that the right investors will find their right deals. We believe listing your deal primarily benefits the portal, not you as the issuer. They capture your investors for their future use and bring few new interested and qualified potential investors to the table.

E5A directly targets the precise investor segment desired: institutions, qualified accredited investors, or all of them without the noise associated with the dozens of deals listed on portals or the numerous, simultaneous offerings promoted by money raisers. E5A leverages a mathematical, fact-based methodology to optimize its efforts. E5A can target each of these groups, simultaneously.

## Touchpoint Predictive Analytics

E5A has developed a series of formulas to forecast the amount of touch-points, reach and repetition required to attain your goals. This reveals and illustrates every interim step, facilitating a tactical plan of action. With each investor touch-point, we communicate another in a series of important differentiating facts, bringing them further along the path to investing. Key facets of the plan are schedules, roles and responsibilities, and specific action steps. As former portfolio managers and analysts, we developed an equity market-beating multifactor model. It is from this type of problem solving that we developed E5A's proprietary methodology and the math that supports it.



As one of our medical device clients now thoroughly understands, E5A's decision to target doctors within their specialty who are accredited investors, brought them a “three-fer”: optimizing their efforts, bringing them both investors and clients, as well as some who became both. They gained investors who are early adopters of their device, and acquired new clients who chose not to invest. We have already found this strategy successful in many sectors including: real estate entertainment, consumer products, software, and alternative energy.

# ENGAGING INVESTORS AND GROWING YOUR FANS

Our strategy utilizes precision data targeting, creative storytelling and strategic media in executing our proven decision tree-based methodology. E5A develops programs, which are nuanced, refined, tested, and optimized for providing new investors – some of which, after learning about your opportunity, may also become customers. Our process is regularly assessed and optimized to guide investors, keeping them continually engaged until they invest or self-identify institutional interest.

## Institutions & Their Consultants

E5A has the expertise and experience to target all appropriate consultants for family offices, endowments and foundations public funds and other institutions with exactitude. Proper planning, positioning, messaging, and execution bring your firm the greatest reach, and, provides the precise perception of your firm before personal contact. This brings investors further on the path from being unaware of your firm and its offerings, to fully informed with a positive impression, expediting the allocating process.

## Accredited Investors

E5A casts a precision net at scale to reach your target subset of accredited investors. To create highly targeted messaging, we on-board our client through a workshop that uncovers all of your differentiating factors and benefits. This allows our team to produce a strategy with compelling on-target messages. E5A is always optimizing. As we construct and compile our communications materials, targeting, messaging, and positioning are tested before scaling. Our strongest ROIs are achieved through disciplined testing and optimization.

## Broker-dealers

E5A teams with several broker-dealers, which handle the actual capital raise and escrow, AML suitability and other critical regulatory functions. Each relationship provides a streamlined digital experience.