

E 5 A

INTEGRATED  
MARKETING

Reg A+  
Reg D

THE  
MODERN  
CAPITAL  
RAISE



# SYSTEMATIC, DATA-DRIVEN INVESTOR ACQUISITION – 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. E5A assists in bringing these two worlds together.\*

E5A's strategy and process bring 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 investors, and efficiently raise capital at an effective cost of capital. 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.

**Reg A+**  
**Reg D**



\*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.

31 West 34th Street, 7th Floor, New York, NY 10001

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# RAISING CAPITAL IN 2019

Many entrepreneurs are modernizing their strategy to raise capital for their business or projects.

Historically, specialized institutions such as venture capital firms, investment banks and third party marketers were the staple for attaining those investments, starting with accredited investors known as angels. Today it is possible to target **all** segments of investors simultaneously and at scale.

E5A directly targets the precise investor segments desired: institutions, qualified, accredited high net worth investors or the mass affluent without the noise associated with the dozens of deals listed on portals or the numerous, simultaneous offerings promoted by money raisers. E5A leverages a data-driven, systematic 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 acquire investors. This process reveals and illustrates every interim step, facilitating a plan of action. With each investor touch-point, we communicate the next 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 and data analytics that we developed E5A's proprietary methodology and the math that supports it.



**Mini  
IPOs**

**Private  
Placements**

**eREITs**

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.

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# ENGAGING INVESTORS AND GROWING YOUR FANS

Our strategy utilizes precision data targeting, creative storytelling and strategic media in executing our processes. E5A develops campaigns, 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 analyzed 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 family offices, endowments and foundations, public funds and other institutions with precision. Proper planning, positioning, messaging, and execution bring your firm the greatest reach, and communicates 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. We can also target their consultants.

## Accredited Investors

E5A casts a precision net, at scale to reach your target subset of accredited investors. We are 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.

## Mass Affluent

For Reg A+ offerings, we segment our outreach campaigns. We begin by asking ourselves who the most likely investors are; describe them in detail of demographics and behavior. Are they already customers? Are they fans? Brand evangelists? What type of social media following does the firm have and how extensive is its in-house database? We target based on HHI (e.g. household income; 20% of the U.S. has over \$100,000 HHI), age, location and other demographics. What we are ultimately seeking is to uncover the right investor profile, first by proving the profile by gaining investors, and then by being systematic and programmatic to scale our efforts with the optimal investors to maximize effectiveness. Our eye is always firmly on the balance of completing the offering, at the most efficient cost of capital.

## 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. We also work with syndicated offerings.

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