

E 5 A

INTEGRATED
MARKETING

Systematic, Data-Driven,
*Investor
Acquisition*



Reg A+
Reg D

Systematic, Data-Driven Investor Acquisition

Touching new ground without breaking it.

There is a new world of opportunities to raise capital and for more investors to gain exposure to innovative investment opportunities. E5A works to support bringing these two worlds together.

E5A's strategy, proprietary data, and process facilitates acquiring new investors – investors you have never met, at scale. Using data science and custom, E5A datasets, we engage potential investors who also may be potential customers, industry influentials, or partners, to create a dynamic community of investors, and efficiently raise capital at a reasonable cost of capital.

E5A is able to identify and categorize typical investor behavior, along the “journey” from “unaware”, to “investor.”

This enables E5A to deliver the right message, to the right audience, in the right context, at the right moment.



E5A's Proprietary Data

Demographic targeting across the web and social media can cast far too wide of a net to be effective at a reasonable cost of capital. Add to that the elimination of ad tags known as cookies and the technology battles between Apple, Google, Facebook, and Amazon, all have clouded many digital marketing tools.

Beginning in the summer of 2022, E5A has gathered its own custom datasets of investors. These are used on behalf of our clients, and, has been the key to reducing the time required to complete an offering, and reduce the cost of capital for large scale raises. These highly desirable targets now number in the millions, many are accredited, and even more have invested in private securities.

Raising Capital in 2024

Entrepreneurs are modernizing their strategy to raise capital.

Historically, specialized institutions such as venture capital firms, investment banks and third-party marketers were the go to firms for attaining those investments beginning with accredited investors known as angels. Today, emerging growth companies are targeting larger segments of potential investors simultaneously, and at scale.

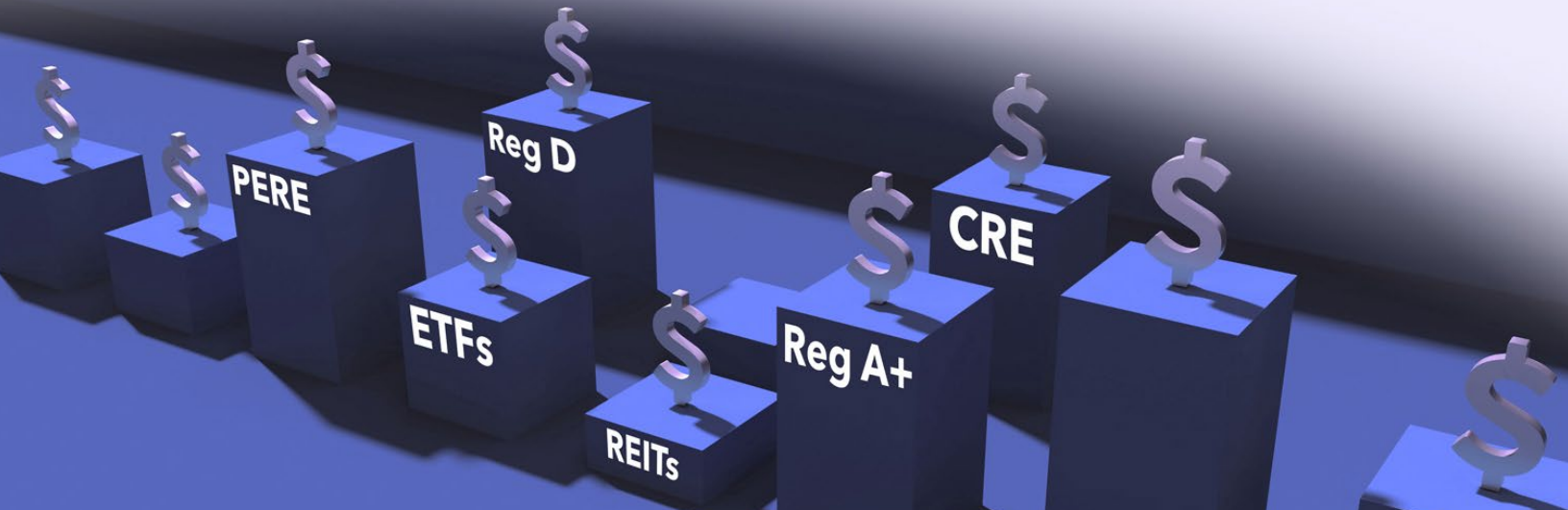
E5A directly targets the precise investor segments desired: institutions, qualified, accredited high net worth investors, and the mass affluent, without the noise associated with the dozens of deals listed on portals or the numerous, simultaneous offerings promoted by money raisers. E5A leverages a systematic, data-driven methodology to optimize its efforts. E5A can target each of these groups, simultaneously, and further more precisely target them using its own proprietary datasets.

E5A focuses on three primary areas to support clients in their capital raises: **Innovation, High Yielding Investments, and ESG.**

We have selected these segments based on where the markets for private deals are headed. This keeps our data strong, and has supported successful capital raises in real estate, sustainable energy, healthcare, mortgage-focused securities, entertainment, consumer products, and holding companies (focused on innovation).

Investor Journey Predictive Analytics

E5A has developed a series of formulas to forecast the number of touch-points, reach and repetition required to acquire investors. This process reveals and illustrates the steps required, facilitating an ever-optimizing plan of action. With each investor touch-point, we communicate the next in a series of important differentiating facts and motivations, bringing them further along the path to investing.



Working with E5A

Key facets of planning each campaign 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, custom data, and the math that supports it.

Engaging Investors

Institutions & Their Consultants

E5A has the expertise, access to data, and experience to target family offices, endowments and foundations, public funds, and other institutions with precision. Proper planning, strategy, positioning, messaging, and execution bring your firm the greatest reach.

Accredited Investors

E5A casts a precision net, using our own data, at scale to reach accredited investors.

For Reg A+ or Reg D, we are always optimizing. As in all of our projects, we test, measure, refine, and optimize our campaigns. Our strongest ROIs are achieved through discipline, intellectual honesty, and following the data.

Mass Affluent

We segment our outreach campaigns running multiple campaigns within each channel (the web, newsletters, social media etc). We begin by asking ourselves who are the most likely investors, and define them in detail by 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 using our own proprietary datasets. This data is further segmented into past investing behavior, profession, household income or net worth, age, geography and other factors. Additionally, once we achieve traction, we replicate your investors through the use of machine learning algorithms. Leaving little to chance, we overlay household income, employment status, age, location and other demographics.

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.

Our eye is always firmly on completing the offering, at the most efficient cost of capital.



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

E5A is an advertising agency. E5A works closely to support issuers, broker-dealers, lawyers, fintech providers, and other compliance professionals to conform to all prevailing regulations in Reg D and Reg A+ offerings. We are not a broker-dealer and therefore cannot accept performance-based compensation. E5A collaborates with many broker-dealers, who handle the physical capital raise, escrow, AML suitability, and other critical regulatory functions.

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