BRAND VALUE DEVELOPMENT

How to Align Corporate Development, Content Marketing and Investor Relations to Implement a Winning Brand Building Strategy

ALIGNMT

Corporate Development

Public Relations

Marketing

Financial Communications

Investor Relations

Brand Building

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FORWARD

We are ALIGNMT – a leading provider of business consulting, analysis and outsourcing services. We are experts in strategy, finance and operations and are passionate about helping our clients succeed. Our clients rely on ALIGNMT to assess risk, support financial, investment and marketing decisions, and improve business performance in their daily operations.

We have the opportunity to drive innovation, cultivate insights and build unique solutions for our clients. We take pride in our strengths and believe in cultivating an atmosphere that supports and values our greatest asset: talent.

ALIGNMT LLC is not a broker/dealer, Finra or SIPC member firm and does not, in any way, shape or form, engage in securities transactions...period. ALIGNMT complies in every way with the SEC's M&A Broker rules, which can be found here, when engaging in Mergers & Acquisitions related work.

If you want to sell securities, get a registered Finra member.

We are not lawyers either. If you want legal advice, get a lawyer.

CONTENTS

THE BIG IDEA IN 200 WORDS

Think for a moment what happens when you're short on critical resources:

You expose your business to excessive risks and inefficiencies. What happens?

Missed opportunities, wasted time, operating losses, morale issues and more.

And this is always bad news.

Because once your business is misaligned and off balance, getting back on course can be an elusive exercise in futility.

There are a lot of moving parts in every business: products and services, sales and marketing, goals and objectives, market presence, your organization chart, job descriptions and employees to name a few. This means there are a lot of opportunities to disconnect, which is why no business, large or small, can afford to make avoidable mistakes and leave success up to the largest variable in the equation: chance.

Now you have access to the one advantage that could straighten everything out for your business and employees—ALIGNMT. We have the opportunity to drive innovation, cultivate insights and build unique solutions for our client companies. We take pride in our strengths and believe in cultivating an atmosphere that supports and values our greatest asset: talent.

ALIGNMT is dedicated to the economic upside of helping every company operate efficiently every day in ALIGNMT

MAKE YOUR STORY RESONATE WITH RELEVANT CONTENT

Content Marketing, Corporate Development and Investor Relations are critical components in the ongoing process of telling your company's story as it unfolds

Your Brand Value is the intersection of your business goals and the progress you are making along your journey – and the value you provide to your customer segments

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STRATEGY: ALIGN YOUR 3 PRIORITIES

CORPORATE

- The 'What'
- Long-Term View
- Brand Value

BUSINESS

- The 'How'
- Annual View
- Product/Service Value

FUNCTIONAL

- The 'Do'
- Daily View
- Customer Value

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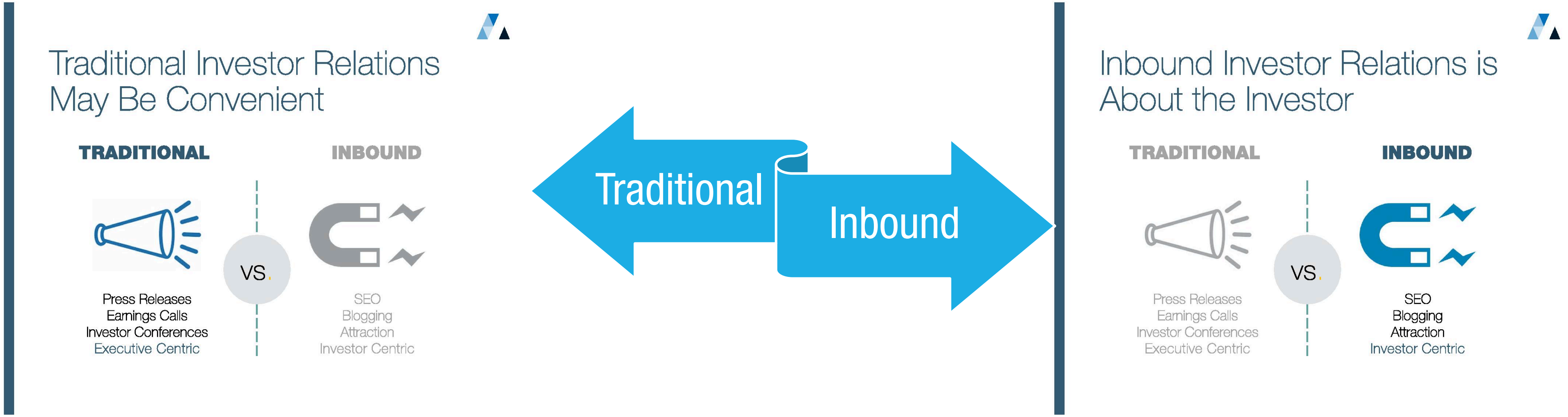
YOUR STORY DISTRIBUTION PLAN?

After all, if you are writing amazing content that isn't being seen, what's the point? You need to fill that funnel



WHAT’S THE MOST IMPORTANT RULE?

NEVER NEGLECT YOUR STAKEHOLDERS

It seems like an obvious perspective, but if your business is not posting relevant messages on social media, you’re doing exactly that

WANT HIGH ENGAGEMENT?

Three things you need to know:

1) What you’re saying
2) Who you’re saying it to
3) Why it matters

Three things you need to do:

1) Get the attention of your audience
2) Keep their attention
3) Earn their trust

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THE WAY TO CONVERT THEM

KNOW
Your audience needs to know what problem you are solving

LIKE
They need to like the way you are solving it

TRUST
They need to trust your commitment to long-term success

BE EVERYWHERE

The first step to creating an effective content marketing strategy is to establish your objectives and goals

Without goals you have no way to measure your success or your social media return on investment (ROI)

Each of your goals should be:

- Specific
- Measurable
- Attainable
- Relevant
- Time-Bound

CORPORATE DEVELOPMENT AS AN EARLY STAGE COMPANY

You want to convey your value propositions to your customer segments to build lasting relationships and brand recognition

IMAGE, PRESENCE & BRAND VALUE

Why does what you are doing matter to you?

- What is your passion for their solution?
- What satisfaction do you gain from their resolution?

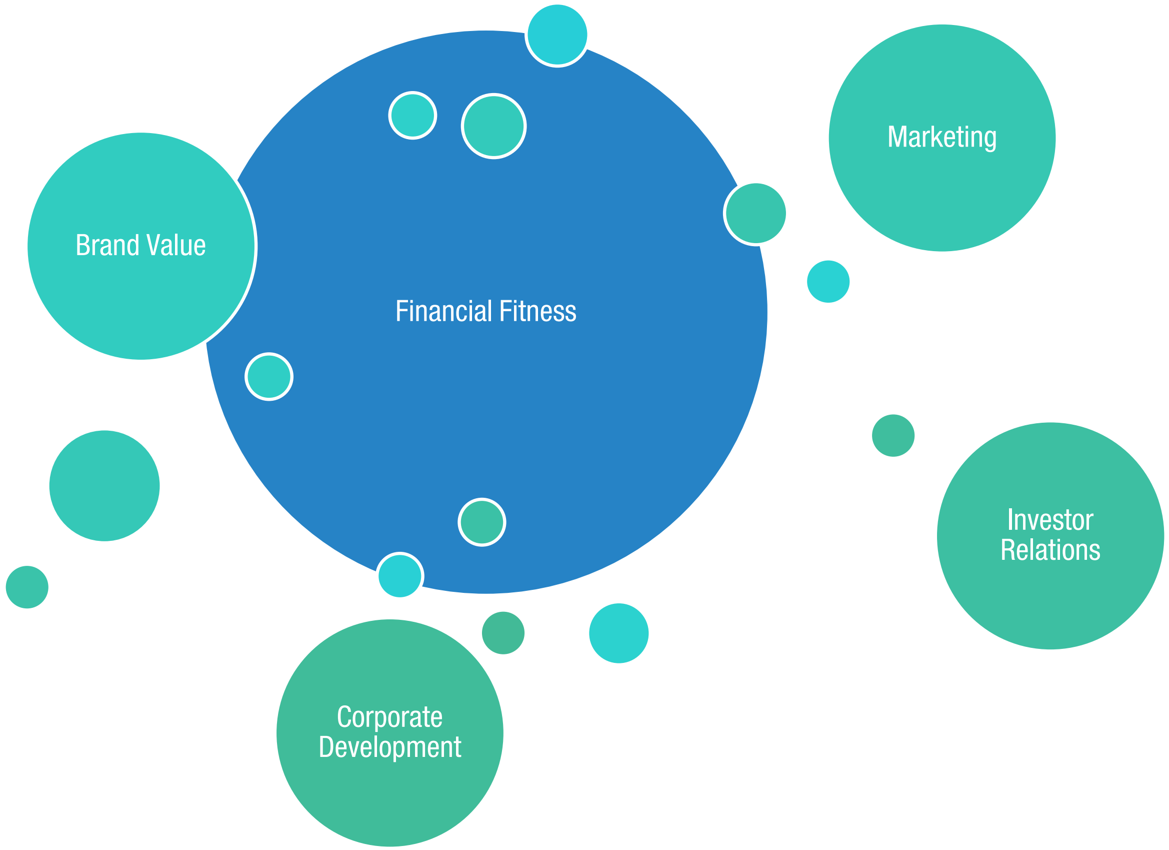
Why does what you are doing matter to them?

- Improves top line growth?
- Improves customer experience?
- Improves profitability?

Why does what you are doing matter to the world?

- What impact is your product or service having on the markets you serve?
- Are your customers sharing their experience with their peers?

GROWTH FOCUS



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HOW PRECISELY ARE YOU TRACKING KEY PERFORMANCE INDICATORS?

How can you make good business decisions without the insights of accurate, detailed and reliable financial analysis?

Bookings vs. Revenues

Recurring Revenue vs. Total Revenue

- ARR (Annual Recurring Revenue)
- ARR per Customer
- MRR (Monthly Recurring Revenue)

CAC (Customer Acquisition Cost)

- Blended vs. Paid
- Organic vs. Inorganic

Active Users

MoM Growth

LTV (Life Time Value)

- Revenue per Customer
- Contribution Margin per Customer
- Average Life Span per Customer
- LTV
- LTV:CAC Ratio

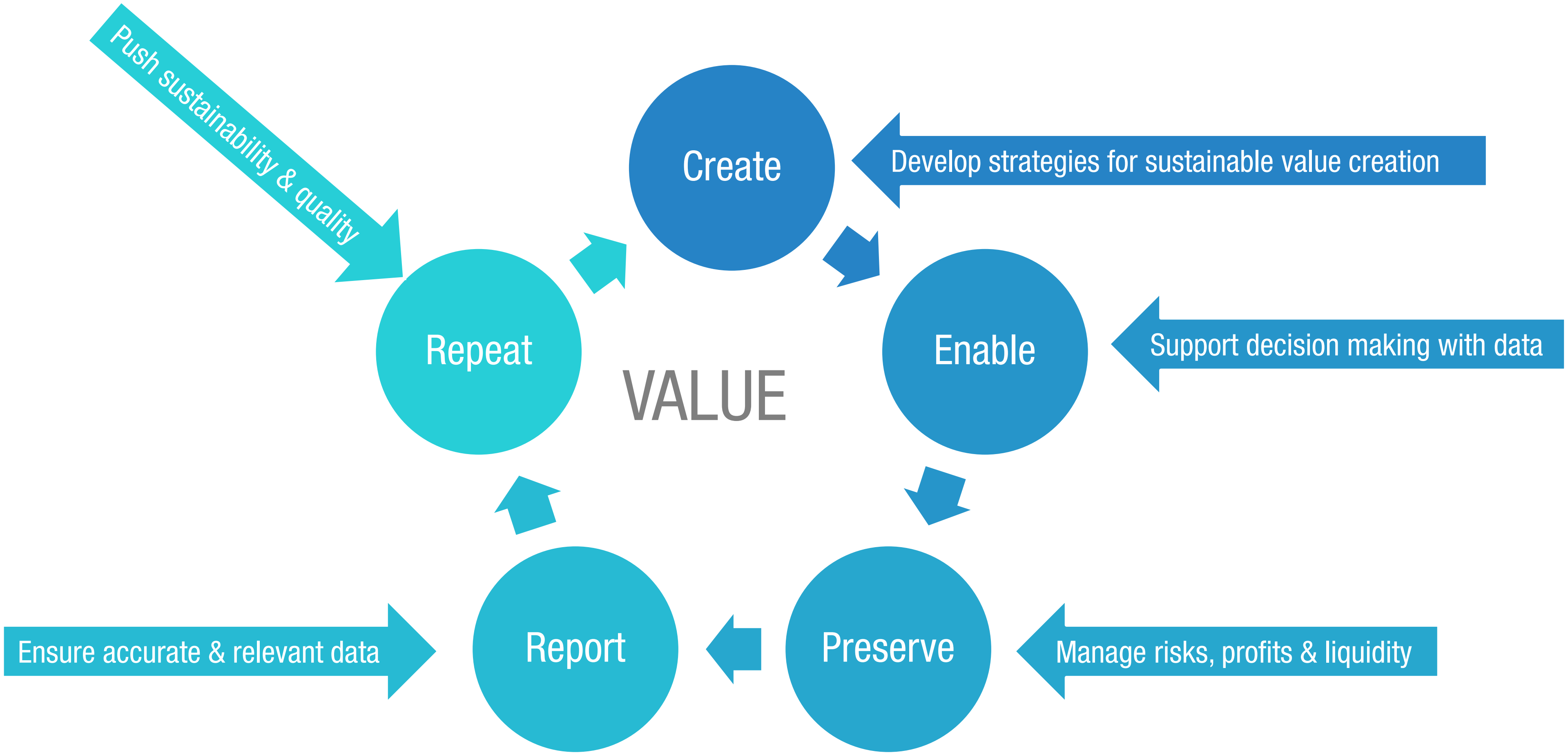
Unearned or Deferred Revenue…and Billings

Churn

- Monthly Unit Churn
- Retention by Cohort
- Gross vs. Net Churn

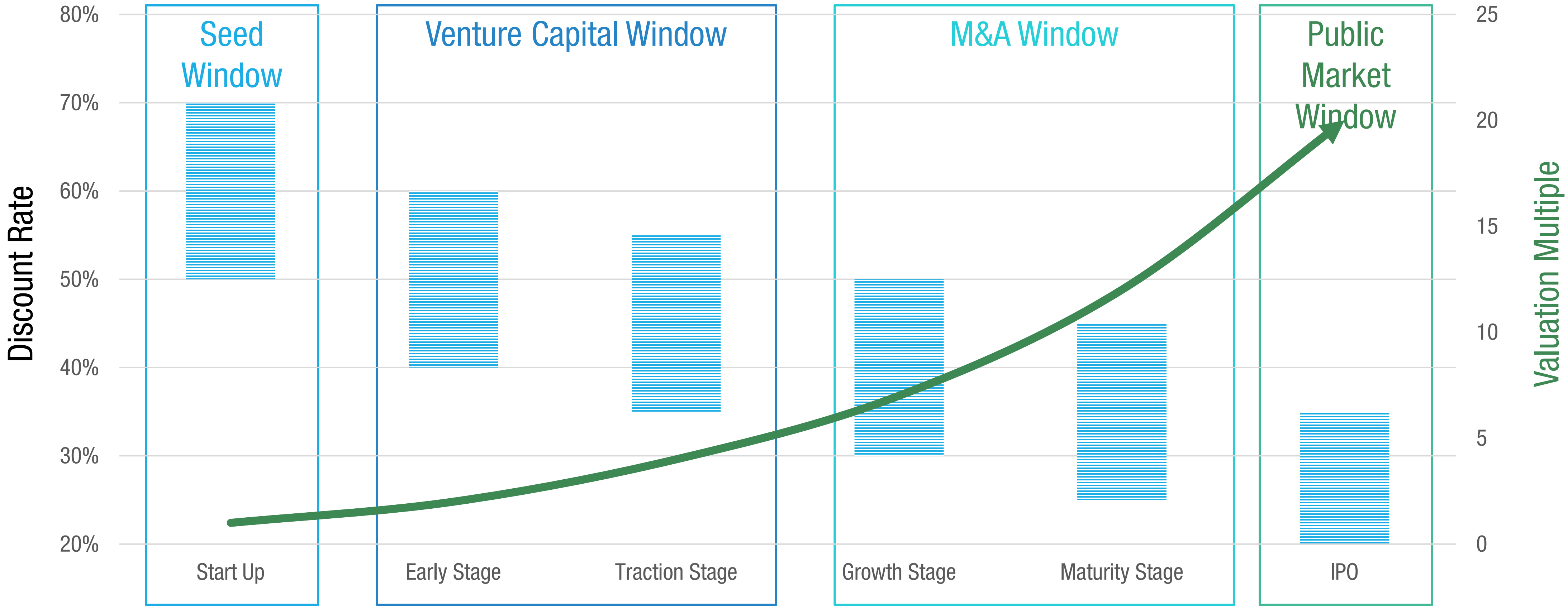
Burn Rate

VALUE IS A FINANCIAL MEASURE



RISK AND VALUE EVOLUTION

THE LONGER A BUSINESS SURVIVES AND THE MORE SUCCESS IT ACHIEVES MITIGATE AGAINST PERCEIVED FUTURE UNCERTAINTY AND RISK, BUILDING VALUE EVERY STEP OF THE WAY



BUSINESS PLAN V. BUSINESS MODEL

Business Plan

- External, customer building coordinator–the "What"
- Product or service description
- Markets served
- Buyer personas
- Features, functions and benefits
- Channels of distribution

No Business Plan can succeed with a flawed Business Model

Business Model

- Internal, team building coordinator–the "How"
- You need to differentiate yourself from others in your industry and particularly from your direct competitors – too many imitators don't succeed
- Uncovering the "essence" of your business will make it easier for you to communicate what you are doing differently from others – how do you stand out?
- What is your competitive advantage? Are you thriving as a result of it?
- Future goals, perhaps to expand or sell the business – how will you convince others to join or be convinced by what you do?
- Articulation of the business model is central to all of the above

IMMERSIVE BUSINESS OUTLOOK

1) Income Statement, Balance Sheet and Cash Flow analysis
2) Organic growth plan including new business proposals and budgets
3) Unit economics and pricing practices
4) Liquidity analysis and benchmarking
5) Staff allocation reports and current planning process (capacity, utilization, realization)
6) Current organizational chart and senior role responsibilities
7) Corporate Development goals and initiatives
8) Strategic growth plan and key partner outlook
9) Preliminary review of operations resources and processes

WHEN YOU'VE GOT INVESTORS

It may seem simple enough to transition from being a closely held company to one with investors, but do you know what you don't know?

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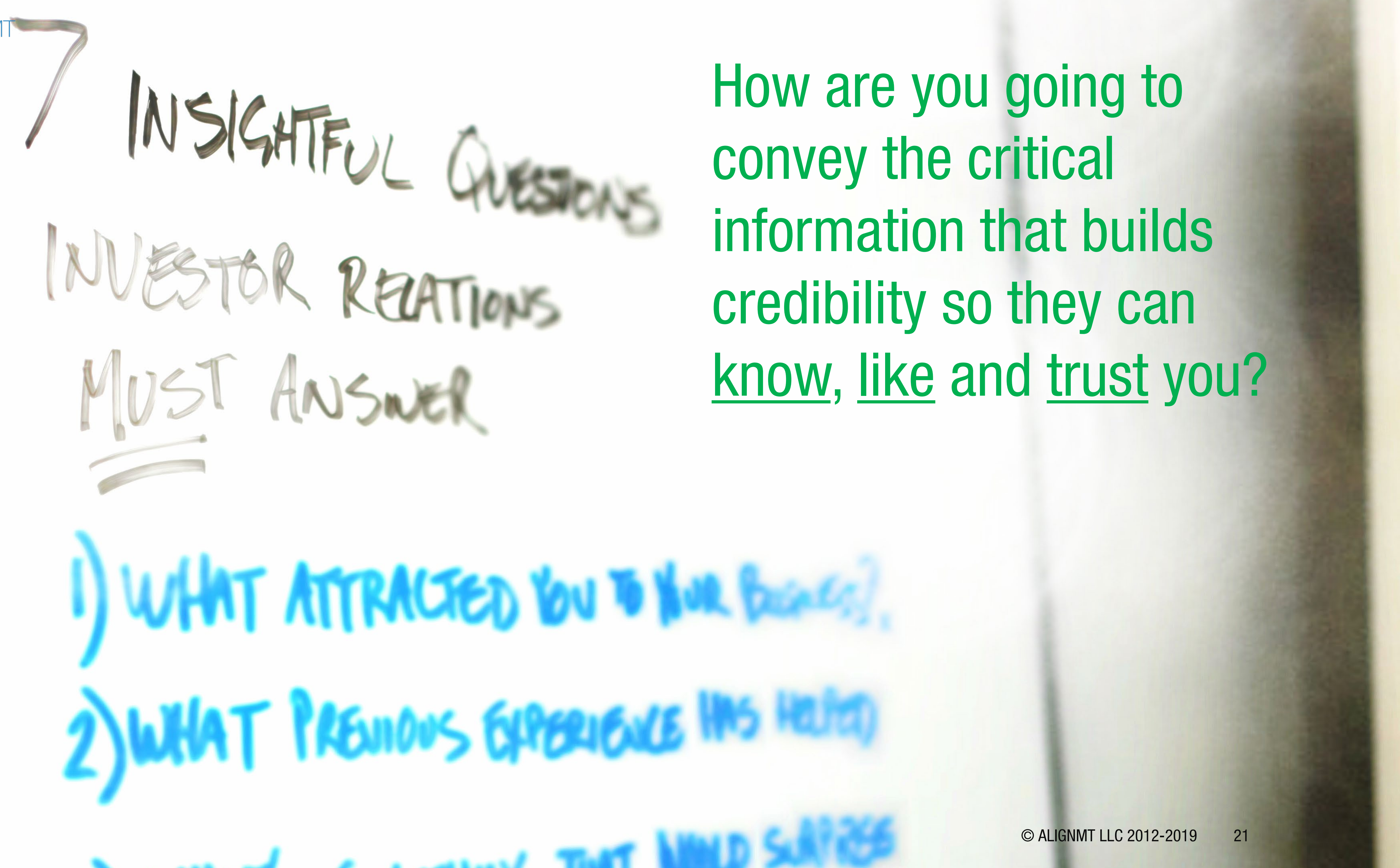


How are you going to convey the critical information that builds credibility so they can know, like and trust you?

1. What attracted you to your business?
2. What previous professional experience has helped your team most at what your business does?
3. What's something that would surprise people about your business?
4. What's one thing you wish somebody would've told you before getting into this business?
5. What are some of the biggest rewards of engaging in your business?
6. How would you describe what factors will empower the business to excel in your industry?
7. What's most important to prepare for building sustainable revenue growth and quality of earnings?

ANSWER THESE QUESTIONS

WHAT'S ON AN INVESTOR'S MIND?

- Brand Building
- Strategic Planning
- Benchmarking
- Budgeting & Forecasting
- Tax planning
- Succession planning
- Compensation planning
- Benefits planning

- Ongoing issues and activities
- Major upcoming decisions and issues
- Ad hoc issues as they arise
- Revenue and profit projections
- Staff resource decisions
- Monthly measurement of results compared to key metrics
- Pricing and economics status

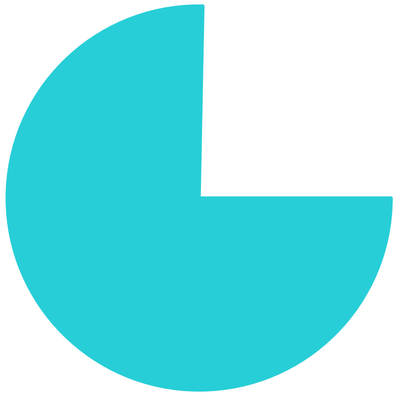
INVESTORS WANT YOUR ATTENTION

Friends & Family

Little Attention

Partners & Employees

Moderate Attention



Institutional

Consistent Attention

ALWAYS KEEP IN MIND

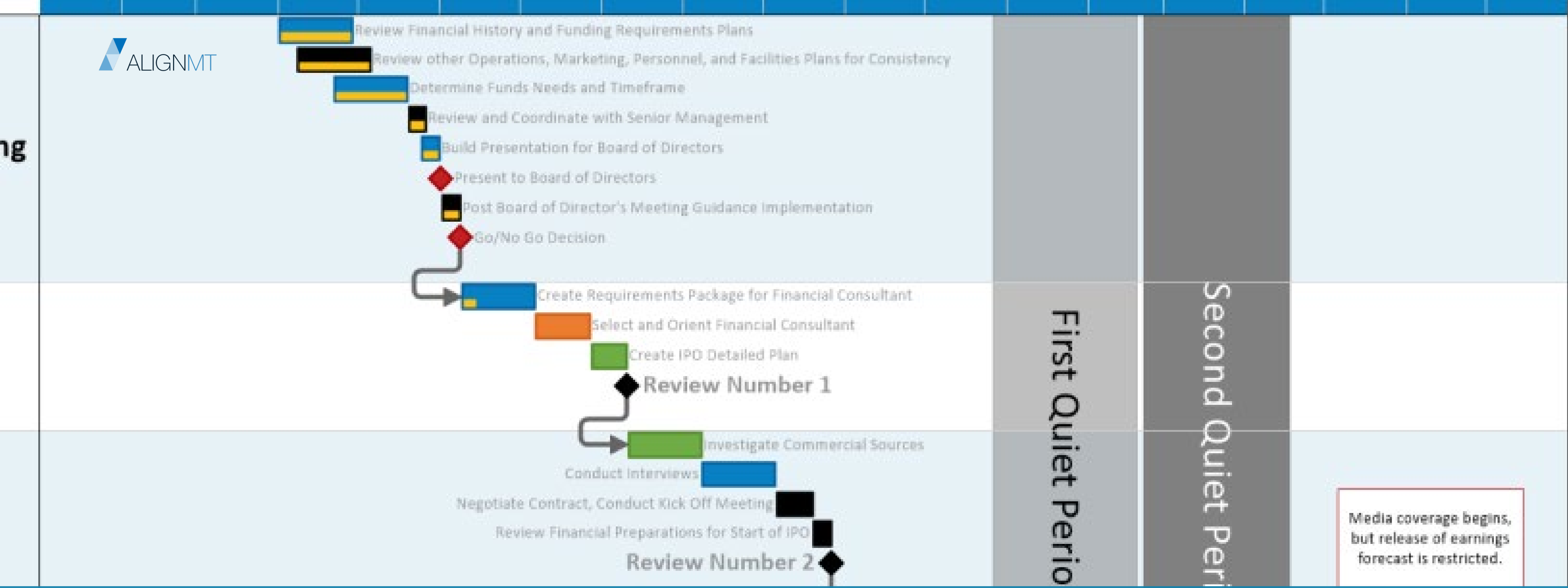
Demonstrate ethical leadership and business integrity using investor relations as a means to communicate business progress and developments along the journey—both good and bad

Balance short-term concerns and pressures, such as how the company is managing cash, liquidity, and profitability in addition to long-term vision and sustainable organizational success

Cultivate brand value throughout relevant financial and industry communities

Expand media and commercial relationships to further development of brand value

Engage and communicate effectively with colleagues, investors, customers, suppliers, regulators, and other internal and external stakeholders



GOING PUBLIC DEMANDS FULL TIME INVESTOR RELATIONS

EVERYTHING YOU NEED RIGHT HERE

- Investor Relations Strategy & Timeline
- Corporate Communications
- Social Media Integration
- Company Positioning
- Investor Presentations
- Websites and collateral
- Press releases & Blog Posts
- Road Shows and Meetings
- Value Thesis Positioning

- Financial Conferences
- Analyst and Investor Days
- Research and Analysis
- Peer Valuation Analysis
- Crisis Communications
- Unified Messaging
- Corporate Governance
- Board Level Counsel
- Shareholder Reports

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FINANCIAL COMMUNICATIONS

The time and resources needed to be effective with investor relations is certainly a challenge for public companies big and small. New social media channels are gaining huge traction for corporate communications and marketing segmentation. Companies of all sizes must integrate social media into their branding and marketing strategies. The same is true to manage an effective investor relations program – using social media creates a valuable inbound component to investor relations messaging.

Through continued contact with highly qualified companies, individual investors, fund managers and analysts we allow your management team to focus on your business at hand while we focus on gaining exposure for your company.

Is Inbound Investor Relations right for you?

SOLUTION

Maximizing reach and exposure with financial communications by leveraging inbound and outbound channels

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1

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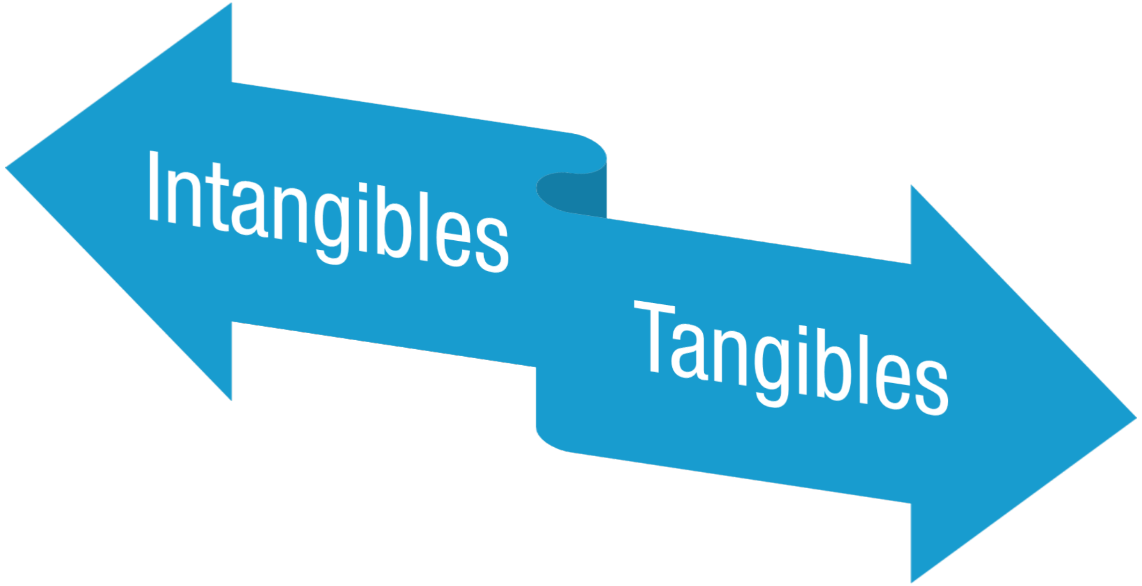
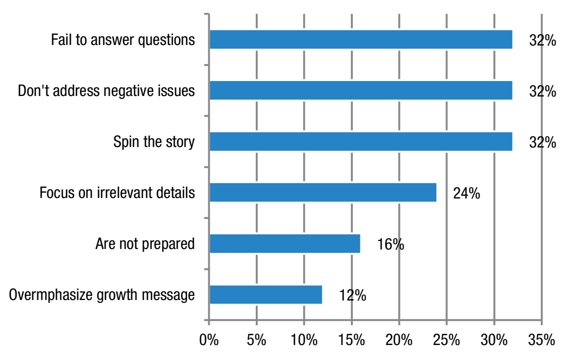
SOLUTION RATIONALE: THOROUGH, QUALITY COMMUNICATIONS

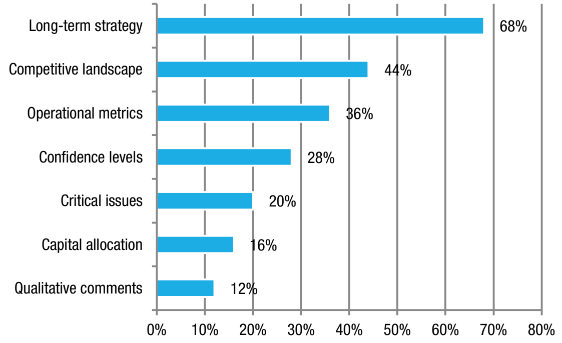
ACHIEVING KEY OBJECTIVES



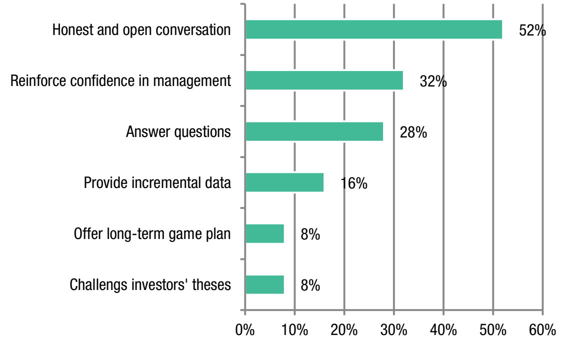
COMMUNICATION PARAMETERS



Common Mistakes



What We Address



Our Keys to Success

Source: CFO Magazine: Investor Relations Effectiveness Survey

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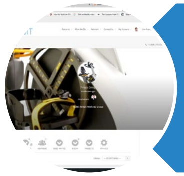
SOLUTION SUMMARY



ALIGNMT Platform

Original Content

Develop Relevant Exposure

Social Media Integration

ALIGNMT PLATFORM

Your ALIGNMT account is the foundation for all communications between your team and all of your stakeholders.

From your Group dashboard you (or we) will manage all stakeholder activity, including:

- Posts (replacing costly press releases)
- Reposting to select Social Media accounts
- Forum for Q&A
- Documents (Investor Deck, etc.)
- Group Members (Team, Investors, etc.)
- Media (Video, Audio, etc.)

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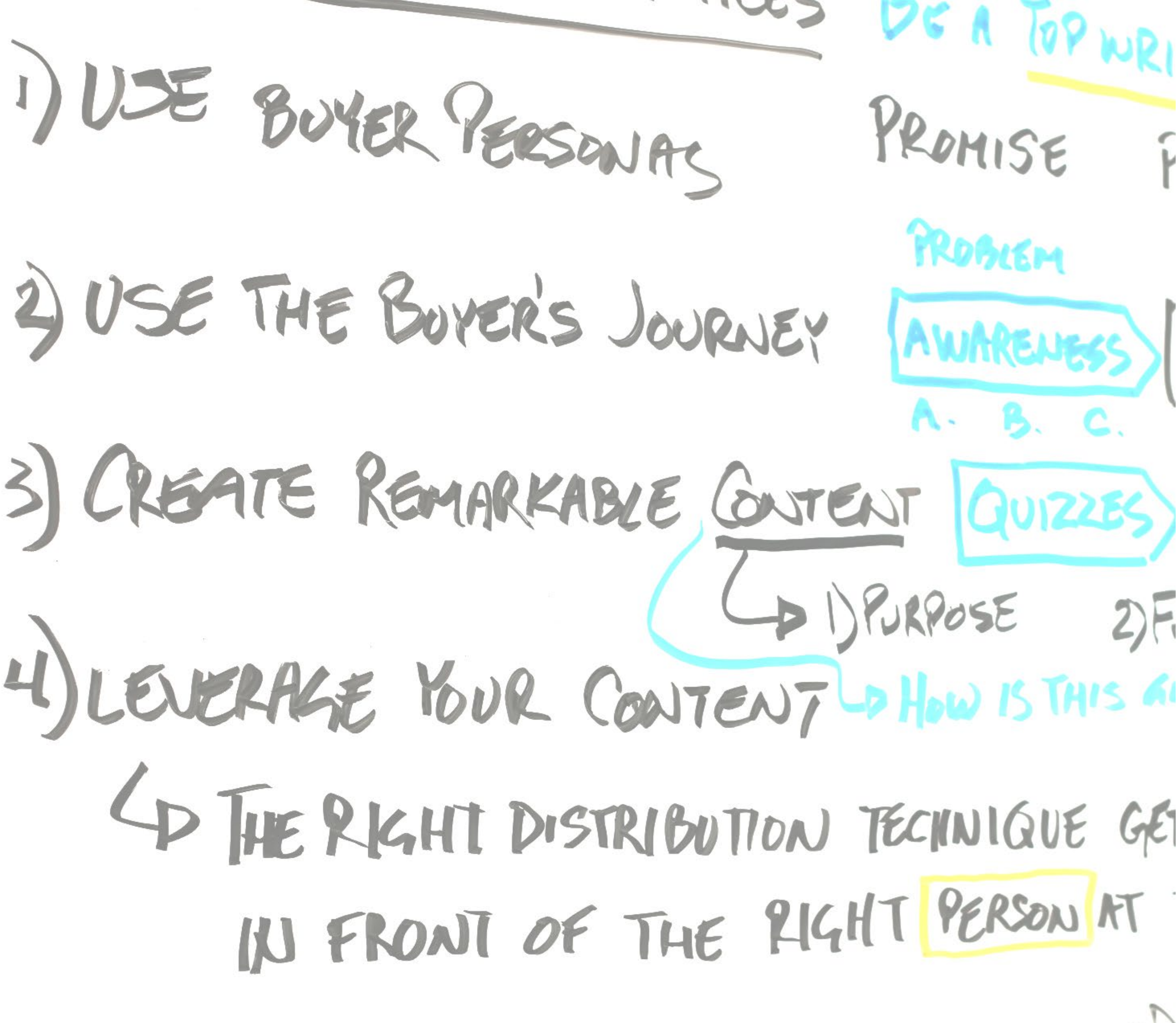
ORIGINAL CONTENT

An effective original content strategy gets visitors and followers to notice and find you online via blogging, social media and SEO so they can ultimately reach your site, where you build trust and eventually convert happy customers

Originality is essential to growing your business through content and increasing your rank on search engines, so you can provide original and valuable and perspective on solving relevant problems for your audience

We will draft original content and edit and improve your writers' content for high-impact web pages, blog posts, social media, press releases, byline articles, etc.



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DEVELOP RELEVANT EXPOSURE

1. Develop media relations strategy, seeking high-level placements in different types of media
2. Coordinate all public relations activities
3. Leverage existing media relationships and cultivate new contacts within business and industry media
4. Manage media inquiries and interview requests
5. Edit and improve your writers' content for high-impact press releases, byline articles, etc.
6. Monitor, analyze and communicate performance results on a quarterly basis
7. Evaluate opportunities for partnerships, sponsorships and advertising on an ongoing basis
8. Build relationships with thought leaders to grow industry awareness

SOCIAL MEDIA INTEGRATION

Post and repost all relevant original content across multiple select Social Media accounts on an ongoing basis

WORK PLAN

- Coordinate with relevant team members to define key benchmarks and design a viable strategy and timeline to develop & manage all relevant content for media spectrum
- Project work related to peer benchmarking, perception studies, & strategy events
- Act as a spokesman to the media when necessary
- Start by establishing a firm understanding of your:

1) Customer Segments—Who are your customers? What do they think? See? Feel? Do?
2) Value Propositions—What's compelling about the proposition? Why do customers buy, use your solution?
3) Channels—How are these propositions promoted, sold and delivered? Why? Is it working?
4) Customer Relationships—How do you interact with the customer through their 'journey'?
5) Revenue Streams—How does the business earn revenue from the value propositions?
6) Key Resources—What unique strategic assets must the business have to compete?
7) Key Activities—What *uniquely* strategic things does the business *do* to deliver its proposition?
8) Cost Structure—What are the business' major cost drivers? How are they linked to revenue?
9) Key Partners—What can the company *not* do so it can focus on its Key Activities?

CONTACT

IAN SHANNO I MANAGING DIRECTOR

Purpose. Meaning. Progress. Achievement.
These are my motivations in business and life.

I help businesses align their goals, resources, challenges and imperfections by defining and pursuing paths to success. My M&A, management consulting and entrepreneurial experience combine to help companies that struggle to reach their growth, productivity and efficiency objectives.

Whether it's strategy, finance, operations or strategic issues within an organization, getting to the core dysfunctions, distractions and inhibitors and conveying simply and accurately the most viable value proposition is essential. That's where I come in.

If you need help defining your business goals, crafting an effective strategy to pursue these goals and managing the ongoing financial and operational elements, we should talk. I've advised or supported over 400 companies in my time.

If you want to sell a business, it must have value in the eyes of a buyer. Value is the result of careful planning, precise execution and luck, usually over the long-term.

If I can't be of service to you directly, I may know others who can meet your needs. Building lasting, valued relationships is fundamental to establishing trust and reliability.

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