

ProAltIR™ Advantages

The fundamental difference between traditional investor relations (IR) and ProActive Alternative Investor Relations (**ProAltIR™**) is the latter's focus on deal cycle brand awareness campaigns to close transactions that deliver corporate resources for growing brand equity.

Main benefits of **ProAltIR™** campaigns are: integrated interactive multichannel marketing platforms, the active engagement of target audiences; targeting both strategic and institutional private placement investors; industry value chain mapping, targeting, economic analysis, and brand awareness campaigns to grow partnership resources, enterprise value, investor expectations, valuation multiples, and deal flow; trading market development of listed shares; corporate governance to enhance brand integrity and protect valuation multiples; and success fee based costs.

1. **ProAltIR™** goes beyond simply introducing institutional investors to also focus on audience engagement to closing private placements.
2. **ProAltIR™** brand awareness campaigns within the investment community emphasize aggressive growth assumptions that drive investor expectations and valuation multiples to minimize dilution and short selling.
3. **ProAltIR™** aggressive growth assumptions can be justified from the combining of strategic investor targets with institutional private placement targets. Although the strategic corporate investor targets may not provide cash, industry value chain introductions will generate deal opportunities to grow distribution, inorganic revenues, product and service innovation, gross margins, valuation multiples, market capitalization, and share prices.
4. **ProAltIR™** provides an active management consulting service and economic analysis of industry trends to determine positioning strategies, business model adjustments, and corporate development targets that expand product and service offerings to grow gross margins.
5. **ProAltIR™** corporate development deals not only drive 1) investor expectations they impact the other three components of the BCG value creation model through: 2) revenue growth exposure from strategic distribution alliances, 3) market risk mitigation from partnerships and equity capital, and 4) increased returns on capital investments from asset utilization by partners.
6. **ProAltIR™** can be scaled to create a pipeline of proprietary deal flow and brand equity through an interactive multichannel communication platform featuring telephonic, Internet, social media and email marketing, which expands brand awareness and audience engagement from Wall Street throughout industry value chains.

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