

LAUNCHING IN 3...2...1



Get Ready For Your Giant Leap

Go For Ignition delivers world class data-driven decision making and behavior change communications to help our clients reach new heights.

We lead investors on an enlightening journey of discovery, providing insights into opportunities, the market, and essential information they need to know. Our precision-targeted initiatives instill confidence and enthusiasm, catalyzing substantial lifts in shareholder perception and fostering lasting support in company value.

Read on and take one small step towards your own giant leap today!



OUR EXPERIENCE

Mission Control

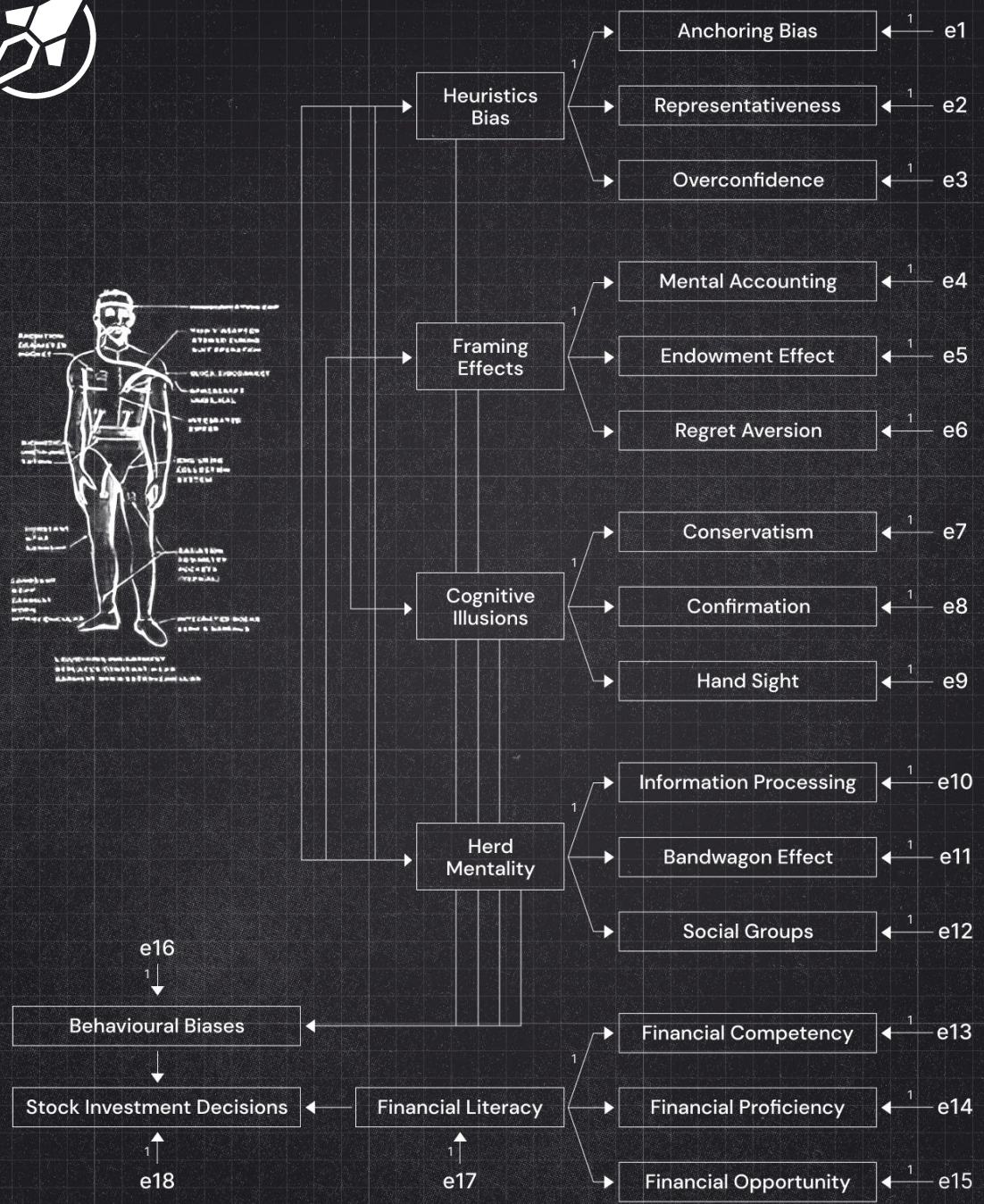
Go For Ignition boasts extensive international expertise in finance, communication, and audience analysis, providing comprehensive support across all facets of your IR program.

We recognize the pivotal role of investor relations in shaping market perception and enhancing shareholder value. From crafting compelling investor narratives to conducting meticulous testing and optimization, we ensure a holistic approach to delivering value to your company and meeting your IR objectives.

When you entrust us with your IR needs, you gain access to our dedicated experts committed to your success. We labor diligently to not only meet regulatory mandates, but also surpass investor expectations. From refining your corporate narrative to harnessing data-driven insights, we furnish you with the requisite tools and strategies to foster transparency, cultivate trust, and attract long-term investors.

This is where precision, strategy, and innovation intersect to elevate your investor relations to unprecedented heights. Together, let us navigate the intricacies of the market and chart a course towards sustained growth and prosperity.





OUR INSIGHTS

Investor Decision Model

We employ a systematic framework for assessing and influencing the impact of external factors on investment decisions. This framework facilitates rapid evaluation and iteration by examining various decision inputs and how they can be influenced.

This model allow us to measure and rank investor audiences based on 15 independent variables to create five constructs: heuristic bias, framing effect, cognitive illusions, herd mentality, and financial literacy. Subsequently, a measurement model is employed to assess the reliability and validity of these latent variables on each audience segment to then determine the optimal messaging, timing, and channel to deliver the right message to the right person at the right time.



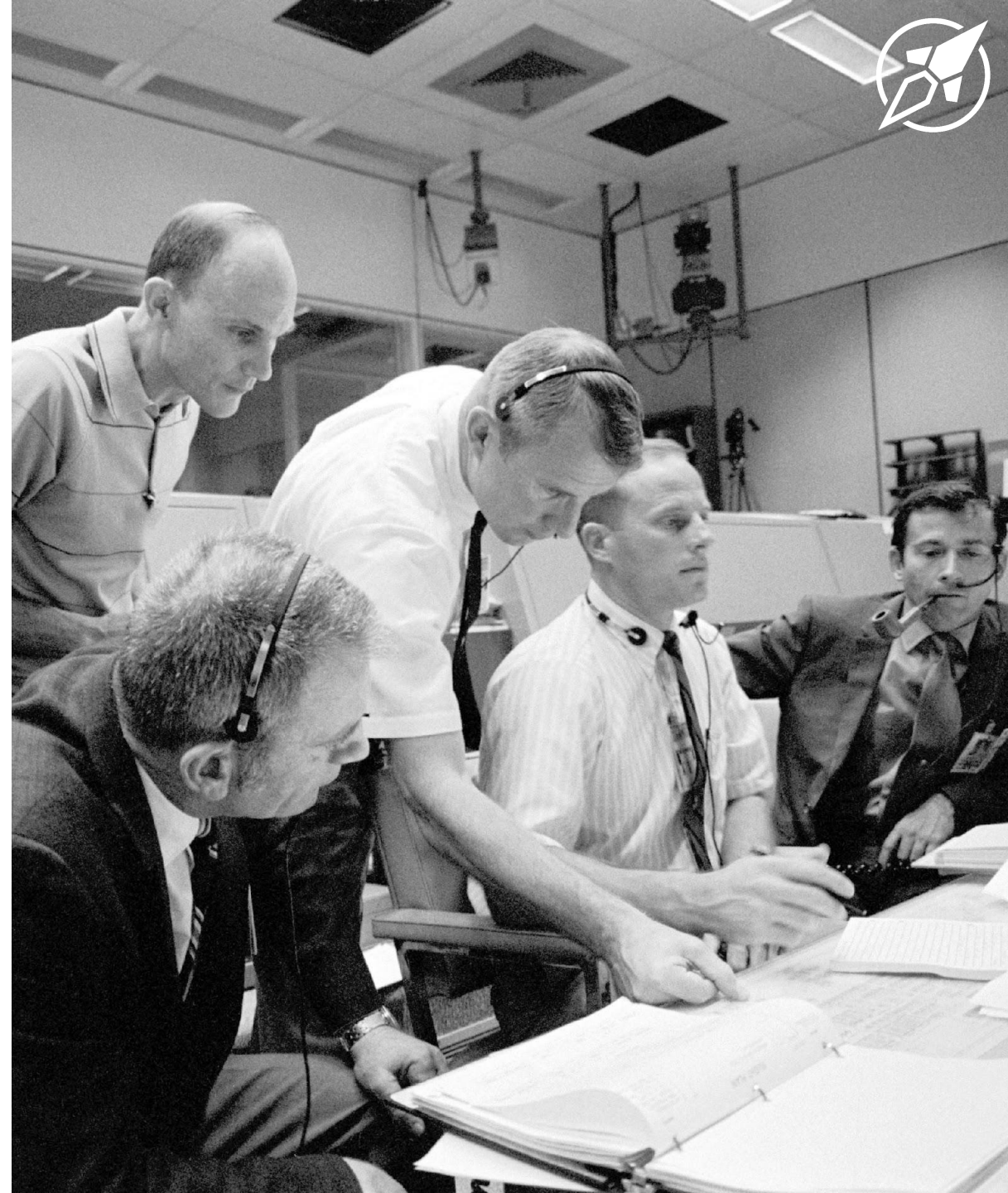
OUR TEAM

Engineering The Outcome

Our multifaceted team, comprising experts in Software Engineering, Data Science, and Performance Marketing, collaborates to create the ideal conditions for optimal investor engagement, leveraging our deep knowledge of brand advocacy, behavioral science, and persuasion based messaging. Utilizing our advanced tools and machine learning capabilities, developed from 100's of billions of targeted ad impressions globally, our team can precisely identify the optimal targets, methods, and timing to achieve maximum impact.

We leverage our extensive experience in social, political, and stakeholder engagement and persuasion to deliver valuable insights that are uniquely applicable in market and investment decision making.

This holistic approach fosters a responsive feedback loop, enabling us to adapt and refine strategies in real-time. With our team at the helm of your investor engagement initiatives, you can trust in a meticulously crafted strategy that delivers tangible results and maximizes value for your company.





OUR CREATIVITY

Story Telling & Strategic Communications

Crafting strong narratives within the target investment audiences to build and bolster support is paramount to the efficiency of our campaigns. Having the right message presented at the right time, to the right audience member requires thoughtful considered execution.

Go For Ignition will help you navigate the intricacies of engaging with modern investors through rich creative. We are well-versed in separating fact from fiction, ensuring our strategies are matched to the medium and channels they're deployed on. By seamlessly interweaving our communications, we cultivate lasting relationships with investors, ensuring alignment with your strategic objectives and maximizing value for your company.



OUR REACH

Stories Heard Round The World

At our core, we are storytellers with a global reach. With meticulous attention to detail and a cultural understanding of populations and their regional differences, we create narratives that transcend borders and resonate with people around the world. From inception to dissemination, our stories captivate and inspire, leaving a lasting impression across continents.

North America

- NYSE
- NASDAQ
- TSE
- OTCQX
- BMV

Europe

- LSE
- FSE
- Tradegate

Africa

- JSE

Asia

- JPX
- HKEX

Australia

- ASX

Brasi

- B3





OUR ANALYSTS

Trusted Research & Analysis

Stand out in the market and tap into thought leadership to help investors interpret the nuances of what makes this opportunity special. Our network of trusted analysts is here to support your organization with independent research and in-depth analysis of where your organization is going and how you are positioned within the market.

By leveraging our extensive team, your organization can gain a competitive edge through tailored insights and strategic guidance. Our experts delve deep into market trends, competitive landscapes, and emerging opportunities, providing a comprehensive understanding that goes beyond surface-level analysis. This robust support allows you to articulate your unique value proposition with clarity and confidence, positioning your organization as a thought leader in the industry. As a result, you can attract discerning investors who recognize the potential for sustained growth and innovation. By making informed decisions based on our independent research, you not only enhance your market presence but also build lasting credibility and trust among stakeholders.

OUR PARTNERS

Vocal Advocates

Deploy your message and mobilize the followers of trusted thought leaders across the creator investor community. Harnessing the power of influencers and creators can help elevate investor awareness and engagement. These influencers, with loyal followings, amplify your message with authenticity and credibility. Collaborating with creators who align with your brand ensures your message resonates powerfully, and reaches potential investors on a personal level.

Mobilizing these followers transforms awareness into active interest. As influencers share your vision and highlight the unique aspects of your opportunity, their engaged audiences are more likely to invest. This strategy not only amplifies your reach but fosters community and trust around your brand. Influencers simplify complex financial concepts, making your investment proposition accessible to a broader audience. This targeted approach drives immediate awareness and builds long-term investor loyalty, creating a network of advocates excited about your journey and future prospects.





OUR IMPACT

Community Support

As with any project or process that requires both regulatory approvals and a social license to operate, building trust, garnering support, and fostering engagement from the community is paramount to the success of your program - whether the company is basking in the glow of positive news or navigating through the stormy seas of crisis management. With our finely tuned strategies and unwavering commitment to transparency and proactive communication, we ensure steadfast support and unwavering confidence in your company's vision and trajectory.

From seeking support for land use decisions, to convincing politicians and their respective communities of your project's value in resource extraction, farming, or industry, we're here to help you show engaged and vocal community support.

Plant Your Flag

Go For Ignition recognizes that once we help you reach your goal, the mission doesn't end. Victory creates a new baseline of success and maintaining support for your company sets a new benchmark for ongoing achievement.

Our commitment extends beyond initial success to the sustained growth and prosperity of your company. Through continuous monitoring, and proactive adjustments, we ensure that your trajectory remains on track, navigating through market changes and evolving dynamics.

Our mission is not just about reaching milestones; it's about sustaining success and pushing boundaries to unlock new opportunities for your organization. With Go For Ignition by your side, your journey to success is not just a destination—it's an ongoing evolution towards greater heights.





GO FOR IGNITION

Omni-Channel Marketing Services



Digital Marketing

Services to help you get deeper insights into lead prospects, automate the tasks you hate and close more financings faster.

- ✓ Landing Page Design
- ✓ SEO
- ✓ Email Campaigns
- ✓ Mobile Marketing
- ✓ Podcast Promotion
- ✓ Pre-Roll Advertising
- ✓ Pay-per-click Advertising
- ✓ Banner Ads
- ✓ Native Ads
- ✓ Social Media Advertising
- ✓ Retargeting and Remarketing
- ✓ Influencer & UGC
- ✓ Thought Leadership
- ✓ Copy and Graphic Design Creative Services

Print & Direct Mail

Messages that reach investors and consumers who still rely on traditional communication methods to make decisions.

- ✓ Direct Mail Packages
- ✓ Postcards
- ✓ Custom Magazine Mailers
- ✓ Bespoke Newspaper Mailers
- ✓ Targeted Investment Books
- ✓ Personal Letters
- ✓ Mailing List Analysis, Integration, Selection, and Rental
- ✓ Direct Response Copy and Graphic Design Creative Services
- ✓ Print Production and Schedule Management

Video, TV, & Radio

Public Relations & Media services that propel your brand to soaring heights and position you as an unmatched industry leader.

- ✓ Complete multimedia production
- ✓ Direct response television commercials (short form and infomercial)
- ✓ Direct response radio commercials
- ✓ Social media advertising and marketing
- ✓ Spot placement and pricing strategies
- ✓ In-house seminars and marketing boot camps
- ✓ Viral marketing

Marketing Strategy

Corporate management services that align with C-suites, are suitable for boards and give personalized and positive impressions to investors.

- ✓ Strategic planning
- ✓ Branding and rebranding
- ✓ Defining a unique investment propositions
- ✓ Marketing plan and budget development
- ✓ Market/competitor analysis
- ✓ Identifying new market opportunities
- ✓ Product performance analysis
- ✓ Audience expansion
- ✓ Competitive analysis
- ✓ Database development and marketing
- ✓ Surveys of current customers
- ✓ Direct Response TV & Radio

Commitment To Quality & Brand Protection

At Ignition Strategy Group (ISG), our unwavering commitment to quality is the cornerstone of our operations. We recognize that communications, precision, reliability, and excellence are not just desirable—they are essential. Our team of seasoned professionals brings a wealth of international experience and expertise to every project, ensuring that our clients receive the highest standard of service.

Our approach to quality is multifaceted. We begin with a thorough understanding of our clients' unique goals and challenges, allowing us to tailor our strategies precisely to their needs. This meticulous attention to detail ensures that every communication, whether a press release, investor presentation, or marketing campaign, is crafted to resonate powerfully with the intended audience.

At ISG, quality is more than a promise—it's a practice ingrained in every aspect of our work.

Brand protection is a core priority for ISG. We deploy comprehensive strategies to safeguard your brand's reputation, leveraging advanced monitoring tools and proactive measures to identify and mitigate potential risks.

Our dedicated team continuously monitors the market landscape and online channels, swiftly addressing any threats or negative sentiment that may arise. Through meticulous planning and prompt action, we ensure your brand maintains its integrity, trustworthiness, and positive public perception. With ISG, you can focus on growth and innovation with confidence, knowing that your brand's reputation is in expert hands.



Forbes

yahoo! finance

ZACKS



Schaeffer's investment research

KITCO

BNN Bloomberg

BENZINGA

THE GLOBE AND MAIL

FINANCIAL POST

KATUSA RESEARCH

CAMBRIDGE HOUSE

MarketBeat

Robinhood

CSE CANADIAN SECURITIES EXCHANGE The Exchange For Entrepreneurs

Trusted Partner Network

We take pride in collaborating with the industry's leading partners to enhance and strategically position your company for growth. These partnerships underscore the strength and value of our client-first approach, propelling you to new heights.





Always-On IR Technology

Our always-on technology solutions ensure continuous IR engagement and real-time responsiveness, providing seamless and efficient service around the clock taking the headache out of the more monotonous tasks and allowing your team to be more efficient.



GO FOR IGNITION

Pricing

Our services are meticulously tailored to meet your specific goals and strategic objectives, ensuring that every aspect of our approach aligns seamlessly with your vision. Whether you require targeted solutions to create value at critical moments or seek to establish a continuous, "always-on" strategy for sustained success, our dedicated team is fully equipped to support you every step of the way.

ISG is your partner for data-driven insights, and marketing execution. Our strategies maximize investor engagement, build trust, and drive growth. Contact us today and get ready for liftoff.



Space Race

Ideal for small-cap companies wanting to improve their strategic positioning for growth ahead of major milestones. Create value for stakeholders, and get ready for liftoff today.

starting at
\$250,000+ USD

[GO FOR IGNITION](#)



Moon Landing

Perfect for mid-cap companies focused on growth and shareholder value. Strategically create awareness and sustained urgency to demonstrate long-term value and establish your new base on the moon.

starting at
\$1,000,000+ USD

[GO FOR IGNITION](#)

Eye Tracking

ADDED-VALUE: **NATIVE AD EFFECTIVENESS**
STUDY OPTION (Available through programmatic buying - \$50k USD minimum spend)

ISG employs the use of biometric eye tracking analysis to understand how your message is being received by the audience and what level of recall they have for your company.

% Seen:

The percentage of respondents who viewed your specific message(s).

Time on:

The average time a respondent spends viewing your message(s).

Time to:

The average time before a respondent initially views your message.

Ignition Rating

93%

The screenshot shows the Bloomberg website interface. At the top, there is a market data ticker with various indices and commodity prices. Below the ticker is the Bloomberg logo and a navigation menu. The main content area features several news articles with video thumbnails. The first article is about Apple's new AI tools, the second is about Elliott's stake in Southwest Airlines, and the third is about Brookfield's sale of a hotel. On the right side, there is a 'Capital gains' section with a video player and a 'Columnists' section featuring Dale Jackson and Larry Berman. At the bottom, there is a video player for a TD bank advertisement.



"We choose to go to the Moon... and do the other things, not because they are easy, but because they are hard."

-John F. Kennedy

Disclaimer

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