

# RESEARCH BRIEF



## SGF – Championing Investor Communication

8<sup>th</sup> April 2020

**Swiss Growth Forums takes the opportunity to launch *Evergreen Research Briefs* and follow up communication at what is a challenging time both for listed companies and those who seek to raise early stage expansion capital. *Evergreen Research Briefs* are a cost-effective direct messaging tool for companies. SGF supplements these briefs with strong messaging, a robust target market of investors and by facilitating conference calls and roadshows.**

Swiss Growth Forums highlights the benefits of supportive, high quality and in-depth investment research for its fundraising clients. SGF's reputation was built on the excellence of its Forums both in Continental Europe and other international locations. However, SGF has more recently stepped up its research activities with the launch of *Evergreen Research Briefs*, of which this update about SGF is an example.

Swiss Growth Forum's core business is investor relations. Its conferences and roadshows boast a strong track record of high level investor attendance and have been central to SGF's corporate clients raising substantial funds for expansion capital. The company's corporate client base is split broadly evenly between the US and Western Europe but it has a broader spread of investors. SGF's Evergreen Research team ensures that all SGF's corporate clients benefit from strong messaging into the community.

SGF benefits from a truly global client base. The company regularly hosts investor relations events in London, Monaco, Paris, Geneva, Zurich, Lugano, Luxembourg and Dubai. SGF targets international investors who look for superior returns. In particular, SGF is adept at working with early stage companies and listed situations which are on the verge of making significant changes. In addition to the SGF core client list, distribution benefits from Evergreen Research analysts having substantial numbers of high profile investor contacts.

SGF operates best in conference calls, roadshows and webinars. Clearly the corona virus and Covid19 have put a temporary stop to physical meetings and travel. However, SGF has been very flexible in ensuring that it continues to update its investor client base about its interesting corporate clients and the opportunities which they provide to wealth managers, family offices and high net worth individuals alike. In addition to all of its IR work, SGF operates a substantial consultancy practice.

### Research Brief Summary

#### Research Brief Highlights

**Cost:** price per Research Brief is \$1,995 (payable in sterling as £1,500).

**Distribution:** is guaranteed to both SGF's 22,000 strong mailing list and on a targeted basis to Evergreen Research's investor contacts.

**Investor audience and geographic distribution:** Institutional, Family Office, HNW and Private Wealth Manager investors in USA, Europe, Asia and Middle Eastern investors.

**Language translation:** German, French, Italian, Spanish

**Time to completion for Public company:** 2 Business Days.

#### Swiss Growth Forum & Evergreen

Swiss Growth Forum is an international fintech and investor relations consultancy which operates under brand names Swiss Growth Forum and Evergreen Research. The company has capabilities in investor events, standalone roadshows, webinars, financial consulting and investment research. The company remains spearheaded by its founder and CEO Andrea Porcelli.

### Summary of SGF/Evergreen Charges for Research Products & Services

Research Brief	£1,500
London 1-on-1 scheduling and day's chaperoning	£2,750
Research Report - investment case overview	£6,500
Research Report - full report	£13,000
Research service - annual retainer	£34,500

Note: All research services are invoiced in sterling at an assumed exchange rate of £1.00 = US\$1.30

Source: Swiss Growth Forum and Evergreen Research

## Evergreen Research Brief

Each Evergreen *Research Brief* is a 4-page standalone report which highlights the investment case of the issuing company. Front page details the company's key investor attractions. We start with a pitch summary – i.e. what is likely to hook investors into the idea. This is backed up by the 3 vital components of the investment case. We conclude with a paragraph on financial forecasts and key financials summary. These are expanded on with charts and tables in pages 2 and 3 with a valuation summary and disclaimers on page 4.

*Research Briefs* are targeted towards investors. They can be sponsored by either a listed entity looking to broaden its shares' appeal or a private business with fundraising objectives. They represent excellent supporting materials to be issued ahead of a webinar, seminar, group lunch or a roadshow comprising 1-on-1s. Investors will appreciate being given more business and financial detail than in a standard one page teaser but equally having all the key investment drivers in one place.

Issuing companies should consider a *Research Brief* option as a cost effective method of adding substance to normal investor relations activities. Clearly, longer and more detailed reports have their place. However, companies are not always in a position to devote the time and financial resources associated with comprehensive investment research documents. As a result, SGF is proud to promote Evergreen's *Research Briefs* as a new product.

SGF's Evergreen Research engages professionally qualified research analysts to deliver its *Research Briefs*. Turnaround is rapid and achievable with due regard to editing and mark-ups within 48 hours. The writing cost for each research brief is £1,000 (i.e. around US\$1300) with a distribution supplement payable in accordance with the issuing company's requirements. As a standard service, all research briefs will be supported by a standalone Press Release and be posted to a link on Swiss Growth Forums' website.

Evergreen works in tandem exclusively with highly ranked, senior analysts who are at the level where they can function collaboratively with the C-suite and other members of senior management. Evergreen's research style is to be objective – notably in the areas of establishing addressable market size and financial sustainability – but robust. Chris Wickham, whose work for UK based Equity Development is well known and who co-founded Blockchain, Cryptoasset and Digital specialist BlockchainAnalytica, acts as an advisor to Evergreen Research.

SGF Evergreen's distribution capability is immense. Not only is its research distributed to its legacy professional investors in North America and Europe but also its group of analysts have their own investor contacts. As a result, the research is widely distributed to investors with whom there is a strong relationship.

## Messaging – The SGF Difference

Aside from best practice facilitation, Swiss Growth Forum is able to advise capital raising companies on their messaging whether it be in relation to an equity raise, IPO or STO. Moreover, SGF will ensure that the company's investment case is promoted on the platform most likely to deliver results – i.e. a successful raise – and on a cost effective basis.

An international investment banker with over 20 years' of experience in finding investors for small cap companies on a world scale, SGF's Andreea Porcelli makes a strong case for being an expert at communicating corporate key messages with investors according to their own cultural and professional requirements. Fluent in five languages, and having lived in numerous countries throughout Europe, Mrs Porcelli is a renowned expert in her field.

Andreea Porcelli began her career at Barclays Investment Banking division in London in 1992. In 1995, she moved to New York City, and at 28, she became the youngest syndicate manager on Wall Street for MH Meyerson & Co., a 500-broker, 1990s trading powerhouse. In 1998, Porcelli founded Continental Advisors SA, a Luxembourg-based boutique investment advisory.

During her 20-year career, she has obtained over \$1 billion in financing for US small cap companies, financed over 250 separate entities and obtained investments from funds from over 20 countries in Europe, Asia, and the Middle East. A distinguished expert on international public listings, her company, Continental Access Ltd., has represented companies from \$25 million to \$10 billion in market capital in developing their international investor base.

## Target Market

SGF targets international investors who look for superior returns. In particular, SGF is adept at working with early stage companies and listed situations which are on the verge of making significant changes. In addition to the SGF core client list, distribution benefits from Evergreen Research analysts having substantial numbers of high profile investor contacts.

## Conference Calls, Roadshows & Follow-up

### Conference Calls/webinars

Given constraints on gatherings, meetings and travel, SGF is currently switching its focus to conference calls and webinars as an effective means for companies to communicate with investors. A webinar can be booked at short notice with SGF providing the host and hosting facility. SGF recommends hosting two webinars in any given day to compensate for time zones. A European morning webinar accommodates European and Asian investors while an afternoon webinar is ideal for both Europe and North America.

### Roadshows

When things get back to normal Swiss Growth Forum's principal activities will again comprise the SGF forum itself, standalone investor roadshows for companies, investment research and consulting. The forums and roadshows are organized so as to include institutional fund managers, private asset managers, high net worth individuals, industry-related sponsors and foundations. This process aims to find the best quality investors for the companies presenting when raising the capital they're seeking.

Swiss Growth Forum is an exclusive, invitation-only conference highlighting growth companies seeking capital and/or greater exposure amongst investors. Based on more than 20 years' experience as an International Investment Banker finding investors for small cap companies on a world scale, Swiss Growth Forum Founder and CEO Andrea Porcelli and her team select, by invitation-only, companies which seek international investor exposure.

The Forum is a great opportunity to gain maximum exposure, and for the investors it gives them a great opportunity to be heard from an amplitude of spectacular companies granting the investors a potential gold mine of an investment opportunity. The Swiss Growth Forum's, forum events are its main trademarks and attract some of the best small cap companies and best investors across the globe.

## Follow-up

SGF recognises the importance of follow-up in the aftermath of investor events whether they be on line or face to face. As a result, it offers as a service an Evergreen Research programme of detailed follow-up and feedback for all its presenting companies. Evergreen's very talented Analysts will contact attendees at presenting companies' investor events for feedback as well as to provide a sounding board and answer additional questions which investors might have.

## **Contacts**

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