

Cohen Grassroots Research, Inc.

Excellence – Quality

Reports: 1000+

Distribution to 100s of
thousands of investors

1,000+ Company Reports

Distribution to hundreds of thousands of investors

Cohen Grassroots Research, Inc.

About Us

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- ❑ In August 2014, we combined Cohen Independent Research Group and Grass Roots Research and Distribution, Inc. into one new company [Cohen Grassroots Research, Inc. \(CGR\)](#)
- ❑ All statistics we present are results of our past two companies, now consolidated into Cohen Grassroots Research, Inc.
- ❑ Cohen Grassroots Research, Inc. initiates research coverage and writes IR Research reports, aka commercial advertisements, distributes them if requested with other investment awareness firms to hundreds of thousands or if quarterbacked, to millions of potential investors.
- ❑ Our new firm also writes Business Plans, creates Master Budgets, creates Pre-Public Company Structuring, consults with client companies, and provides information to client companies for their raising capital.
- ❑ The standard in all of our work is: Excellence and Quality.
- ❑ We are acknowledged by many to be the best in our industry.



About D. Paul Cohen

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D. Paul Cohen founded the West Coast Regional offices of Bear Stearns & Company and later founded the West Coast Regional offices of CBWL Hayden Stone American Express. Paul was named as one of the top 12 elite securities analysts in the USA. For many years, Paul's penchant for in depth research is well known, respected and admired in Wall Street.

During the 1960s, the titans of Wall Street who created today's Wall Street movement and creation of capital included Senior Partners, Salem 'Sy' Lewis and Alan 'Ace' Greenberg of Bear Stearns, Chairman Sandy Weill, Vice Chairman Marshall Cogan and Arthur Levitt at CBWL Hayden Stone American Express. Paul was trained by the best. He has seen it all, done it all. Paul is one of the last men standing from this tree of Wall Street legends. Sandy Weill became Chairman of Citicorp, Arthur Levitt, Chairman of the SEC, Marshall Cogan, Chairman of Foamex Corp, Alan 'Ace' Greenberg, Chairman of Bear Stearns. In the 1960s, Sy Lewis and Gus Levy of Goldman Sachs invented Wall Street's game as we know it today. Sy was Paul Cohen's supervising Partner, mentor and close friend.

In 1997, Paul founded Cohen Independent Research Group, Inc. under a different name. In 2009, Paul founded Grass Roots Research and Distribution, Inc., which became the nation's leading micro-cap IR research firm in terms of quality. In 2014, he combined both businesses into Cohen Grassroots Research, Inc. He was one of the first pioneers and innovators of Wall Street independent research. Paul was always interested in the micro-cap, small cap space, although his firms covered all public companies of any size. Over the years, Paul assembled his team, a brain trust of worldwide analysts at the CFA, CPA, PhD, MBA, MD levels including industry experts. This team has created the Gold Standard of IR Research. Their combined research documents define excellence and quality.

Paul is well known in competition tennis. Paul was a leading American junior player who played in the US National Junior Championships, Captain of the University of California, Berkeley's tennis team, playing in the NCAA championships, a touring professional player who played in two Grand Slams, and became the first touring coach on the ATP men's tour. Some of Paul's students included ATP President, Harold Solomon, Grand Slam winners John McEnroe, Venus Williams, Serena Williams, Michael Chang and many other world class men's and women's champions. Paul was the Advisory Davis Cup coach to the Nation of Israel, on the Board of Experts at World Tennis Magazine for 19 years, and was considered by many to be the leading tennis coach in the world.



Total Integrated Services

Excellence – Quality

Reports: 1000+

Distribution to 100s of thousands of investors

- ❑ We initiate IR Research Reports - Your company is covered by Wall Street Experts
- ❑ Massive Distribution - To 100s of thousands of potential investors
- ❑ Quarterback campaigns - To millions of potential investors
- ❑ Help you to raise capital - Our IR Reports and Business Plans are foundational for raising capital
- ❑ Business Plans - Refines your strategy; helps you to raise capital
- ❑ Master Budgets - Helps you run your business
- ❑ Pre Public Company Structuring - We prepare the public trading of your stock
- ❑ Cohen Valuation and Financial Model - Our research engine: 700,000 cells in excel
- ❑ Valuations and Price Targets - Know your worth
- ❑ Consulting - Our experience, sophistication and knowledge helps guide your company



Pricing and Packaging

Excellence – Quality

Reports: 1000+

Distribution to 100s of
thousands of investors

REPORT PRICING (CASH AND/OR CASH AND RULE 144 STOCK)

- 15 Pages \$ask
- 20 – 25 Pages \$ask
- 30 – 35 Pages \$ask
- 50 Pages or Less \$ask- One Year Coverage, 4 reports or more
- 50 – 100 Pages \$ask
- 100 – 225 Pages \$ask

PRICING FOR DISTRIBUTION (CASH AND/OR CASH AND RULE 144 STOCK)

- Databases to 100s of thousands of investors
- Large Database \$ask
- Holy Grail Database \$ask
- Elite Open Click Database \$ask

PRICING FOR QUARTERBACK CAMPAIGN PROGRAMS – ask\$ (CASH AND/OR CASH AND RULE 144 STOCK)



Our IR Research Reports

Excellence – Quality

Reports: 1000+

Distribution to 100s of thousands of investors

- ❑ Most if not all IR firms produce commercial advertisements aka report/release/advertisements. These IR Research reports are normally 2, 3 or 4 page blurbs that describe a company. We felt these reports lacked depth, financial analysis and a comprehensive presentation of a given client company.
- ❑ We converted our Wall Street research reports into IR Research Reports, a new, better, and more comprehensive format of IR Research. Our IR Research Reports are now called commercial advertisements.
- ❑ Our reports have re-defined IR Research. They are the most comprehensive IR Research reports in the world.
- ❑ We believe there are no IR Research Reports in the Investor Relations Industry that compare to our work. They stand alone in quality. Our reports are elite; the worldwide Gold Standard of excellence.
- ❑ We are viewed as the best in our business.



Distribution and Quarterbacking

Excellence – Quality

Reports: 1000+

Distribution to 100s of
thousands of investors

- ❑ Our in house distribution programs are targeted at hundreds of thousands of potential investors.
- ❑ Quarterbacking a campaign involves inviting other investment awareness firms to add to our email programs. Together we can reach millions of potential investors.
- ❑ We will tailor our campaigns to the reality of your company
- ❑ We know many of the investment awareness firms and their capabilities. Many know us as well.
- ❑ We have an in house ranking system that allows us to contact the best performing investment awareness firms in our industry. Each may have different in house methodologies.
- ❑ We also have multi-year relationships with other IR firms and investment awareness firms.
- ❑ We do not charge a commission when quarterbacking a campaign. Rather, we include our email programs at normal charge. Most other quarterbacking campaigns charge a fee to clients.
- ❑ We have been doing this for years. We know what we are doing. We know how to get it done.



Business Plans

Excellence – Quality

Reports: 1000+

Distribution to 100s of thousands of investors

- ❑ Business Plans are an art. Our team will work with your team.
- ❑ Business Plans are an absolute must for a client company's raising capital, starting a new company, creating a spinoff, banking and brokerage relationships, reverse mergers, PIPEs, listings and other corporate and financial purposes.
- ❑ Business Plans must follow an academically accepted template. Over the years we have written reports on just about every industry group.
- ❑ We do the same financial modeling in our Business Plans as we do in our IR Research Reports and Master Budgets. They are at the highest level of academic securities analysis.
- ❑ Once written, we can convert a Business Plan into one of our IR Research Reports. We then combine it with massive distribution to gain investment awareness.
- ❑ Business plans go hand in hand with our Pre-Public Company Structuring. Once a company is structured, we advise them to complete their Business Plan for capital raising and refining their corporate objectives.



Cohen Financial and Valuation Model

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- ❑ The Cohen Financial and Valuation Model is our research engine. Paul Cohen built the Model 10 years ago. The Model is extraordinary. It totals roughly 700,000 cells in excel. It is divided into two segments because of its size.
- ❑ Brilliant people at the PhD, CFA, CPA and MBA levels have added to the original model. The Model incorporates various constructs from the CFA and CPA examinations. Our team has developed some of our own proprietary formulas and metrics. Certain metrics in the academic community are named after Paul Cohen.
- ❑ The Model is powered by our Driver Sheet that includes 268 rows. We forecast just about everything. The Model's output calculates multiple financial conclusions including many different charts and graphs. The beauty of the Model is that we can change our forecasts to changing realities of a given company.
- ❑ We also use our Model for writing Business Plans, Master Budgets, IR Research Reports, structuring pre-public deals, analyzing PIPEs, reverse mergers etc. We do it all.
- ❑ We can take any company private or public, input its essential financials, and calculate the analysis and conclusions the Model concludes. We have also developed sub-models for various industries.
- ❑ As an example, our oil and gas model is used to input financial metrics from just about any energy company. The Model outputs the final financial metrics and conclusions. There are more than 30 different valuation methodologies. We are valuations specialists.
- ❑ We believe the securities analysis of our Model and research documents define the highest academic standards.



Master Budgets

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Reports: 1000+

Distribution to 100s of thousands of investors

- ❑ We will build your customized Master Budgets. Most micro-cap and small cap management teams are so involved in raising cash, trying to run their businesses, staying in business, growing their corporate structure, submitting their regulation filings, dealing with personnel problems that they don't have time to financially run their business at the highest levels of financial controls.
- ❑ Our Master Budgets are tailored to run your businesses. We build your Driver Sheet to make your own assumptions. An example: we will combine your division sales into an assumed Revenue line item. The beauty of the Master Budget is that you can change your assumptions at any time. The Model re-calculates your Income Statement, Balance Sheet, Cash Flow Statement including calculating your shares outstanding and issued, valuation and price targets.
- ❑ If you are contemplating a merger, spin off or acquisition, the model calculates these assumptions. You might think an acquisition is accretive when in fact it is not. Or you might think a proposed deal is a positive and it turns out to be much better than you had anticipated.
- ❑ We teach you how to use and run your Master Budget. We will assign an analyst to help you and work within the reality of your company.



Pre-Public Company Structuring

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- ❑ We specialize in structuring pre-public companies. Whether structured through a reverse merger, IPO, shell, spinoff or any other kind of pre-public vehicle, we will work with your group. Over the years we have found that most entrepreneurs and start-up groups have very good ideas, but really don't understand their realities and complexities. There are serious potential pitfalls if a deal is not structured air tight and intelligently. Our process normally includes some of the following.
- ❑ We get to know you as the Founder and your founding group.
- ❑ We help you to understand your product, market, competition, capital requirements, future operating cash flows and other appropriate parameters. We build a detailed model of an industry income statement, balance sheet and cash flow statement. We then explain the required operating structure you must reach; to access your trigger points, future management talent, budgeting, legalities etc.
- ❑ We help educate one another. Our team works with your team.
- ❑ We will advise your group on capital structure: shares outstanding, issued and authorized. The ideal is to have the fewest shares outstanding. Balancing shares outstanding against a realistic future stock price is where the rubber hits the road.
- ❑ We calculate different scenarios including anticipated share price at the time of trading, warrant tranches, Founder's stock percentages, amount of cash to be raised, how many rounds of capital may be needed, how much capital is needed, anticipated share prices per round, and other financial matters.
- ❑ Our Business Plans go hand in hand with a pre-public deal. They are a must. They will help you raise the necessary cash to fund your deal.
- ❑ We introduce you to our highly experienced SEC counsel; or we will work with your SEC counsel.
- ❑ Preparing your corporate documents is the singularly most important step in the process. These documents must be SEC, FINRA and regulatory compliant.
- ❑ At the time your stock begins to trade, we offer our IR Research Reports and distribution solutions.
- ❑ Ours is a team oriented soup to nuts process. We know the roadmap. Our experience is maximum.



Consulting

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- ❑ Public and private companies have a need for direction, experience and consultation.
- ❑ At times, we are hired and assigned special projects.
- ❑ We have done very in depth research for client companies that can include sales analysis, customer analysis, interviews within and outside of an industry group, financial analysis for an industry or competitive company etc.
- ❑ Corporate America relies on information and intelligence.
- ❑ We gather both.
- ❑ Many times we are asked our views or opinions on a given transaction, corporate direction, merger, acquisition, capital structure, stock market reality, competition, market demand, statistics. The list can be endless.
- ❑ Our experience and sophistication is maximum.
- ❑ We do not have all the answers. Our job is to find them. We do that in depth.



Disclaimer

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