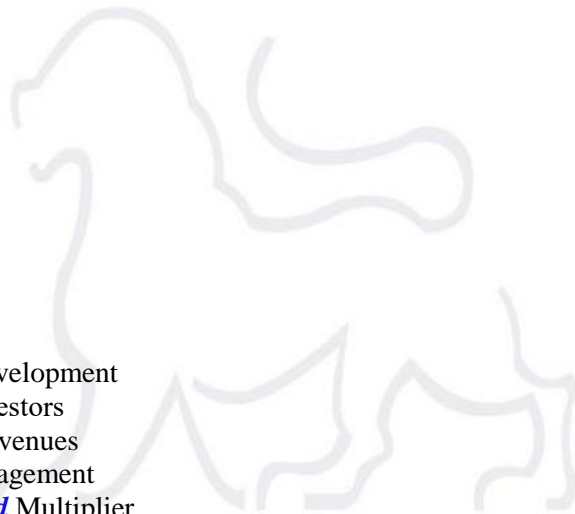




# Raney & Associates

## *A ProActive Alternative to Investor Relations* *The Cure for Private Capital Market Arbitrary Valuations*



### **ProActive**

Investor Relations *and* Corporate Development  
Financial Investors *and* Strategic Investors  
Private Placements *and* Inorganic Revenues  
Brand Awareness *and* Audience Engagement  
Valuation Formulae Multiplicand *and* Multiplier  
Private Capital Market, Industry Value Chain, *and* Equity Capital Market Target Audiences  
Generalist Career Rolodex *and* Pipelines Proprietary Deal Flow

### **Alternative**

Self-listing *vs.* Initial Public Offering  
Market Valuation *vs.* Arbitrary Valuation  
Multichannel Marketing and Deal Cycle Brand Development™ *vs.* Press Releases  
Board Executive & Equity Owner *vs.* Retained M&A Advisor or Investor Relations Firm

### **Traditional Investor Relations**

Press Releases, Shareholder Contact, *and* Road Shows



## Capitalism's Greatest Story Never Told

10-12-2022

Given the Private Capital Market's economic stature, high profile personalities, global presence, and critical interdependence with stock markets, Wall Street's condemnation of their arbitrary valuations could be Capitalism's greatest story never told!

As someone who spent the early part of his career developing brands, trading markets, shareholder bases, and institutional private placements for PRC reverse takeover listings, I was in shock to learn that a management team of a Unicorn was "too busy" to bother with the traditional IPO process.

Not only does self-managing a US listing require sourcing your own institutional capital and learning rather expensive and esoteric processes, some with very small margins for error, there are several powerful vested interests that require expert attention, mainly the Securities and Exchange Commission, exchange listing analysts, and market makers, who are not known for tolerating miscalculations of projections (or mismanagement of public floats) and who can deliver the immediate and dramatic impacts that define the concept of market valuation.

So, you can image my horror to realize that hundreds of Unicorns had chosen the SPAC reverse takeover route, all allegedly for the same reason.

It was reported in December 2017, that tail-end funds held over \$500 billion in unrealized value. If combined with the Unicorns still on the sidelines after the SPAC debacle, tail-end funds now probably exceed \$1 trillion. That's an average of \$100 billions of invested LP capital, each year, for ten years, with zero returns!

For me, the only logical conclusion for this trend is Wall Street's condemnation of the arbitrary valuation practices within the Private Capital Market, which given Venture Capital portfolio valuations based on the last round of financing and Private Equity's super abundance of capital that can easily afford purchase premiums unavailable in the growth-oriented valuations of the equity capital markets, is understandable, as evident by the shrinking number of US listings.

In addition to these desperate attempts to monetize stated returns through SPACs; the robust secondary market, the rise of continuation funds, and the redeployment of capital at losses of up to 35% are all indications of growing LP impatience with 10-year fund cycles, which Sequoia recently declared "obsolete" in announcing its historic restructuring.

Perhaps my solution, ProAltIR™ may be a bit futuristic, but I can envision a day when LPs may reward GPs for not only being able to create real market valuations, but for also being able to expand valuation multiples and self-generate equity capital market growth, liquidity, and financings.

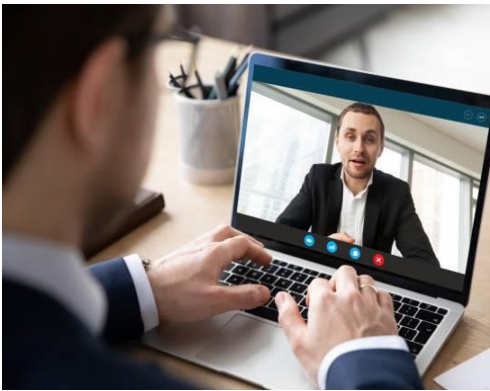


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**Services**

**Expansion Capital**



**Enterprise Value Creation**



**Valuation Multiple Expansion**



**Self-Listing**





## Products

### Expansion Capital

Accredited, Institutional, and Strategic Investor Financings  
Value Add Multifamily and Senior Living Development Co-GP, LP, and Debt Capital

### Enterprise Value Creation

Expansion Capital  
Inorganic Revenues and Gross Margins  
Risk Mitigation and Improved Competitiveness  
Increased Returns on Capital Investments  
Growth Expectations and Valuation Multiples  
Corporate Governance  
Self-listings

### Valuation Multiple Expansion

Private Capital Market, Industry Value Chain, and Equity Capital Market Audience  
Integrated and Interactive Multichannel Marketing Infrastructure  
Investor Expectation Messaging™  
Deal Cycle Brand Development™  
Real Time Campaign Monitoring  
Campaign Analytics and Reporting  
Pipeline Proprietary Deal Flow  
Competing Liquidity Options

### Self-Listing

US Ticker Symbol Acquisition  
Equity Capital Market Brand Recognition  
Equity Capital Market Collateral for PIPE Financings, M&A, and Corporate Development  
Equity Capital Market Liquidity and Financings  
Trading Market Development Listed Shares  
Shareholder Base  
Liquidity Autonomy  
ROI Acceleration  
Tangible Assets for Equity Insiders  
Market Valuations  
Maximum Downside Protection as Reverse Takeover Vehicle



## Expertise

### Expansion Capital

Investor Relations and Institutional Private Placements Listed, Unlisted, Domestic and Off-shore Issuers

### Enterprise Value Creation

Private Placements, Corporate Development, M&A, Distribution Alliances; Product/Service Partnerships, Listed Board Executive, and Reverse Takeovers

### Valuation Multiple Expansion

Driving Investor Growth Expectations for Valuation Multiple Expansion

- **Integrated and Interactive Multichannel Marketing Infrastructure**  
Press Releases, Email, Social Media, Internet, Telephonic, Interviews, Associations, Event Sponsorships, Speaking Events, Presentations, White Papers, SEC Filings, Stock Promotions, Public Relations; and Metrics and Analytics
- **Investor Expectation Messaging™**  
Brand Positioning, Enterprise Value Creation Narrative, and Milestone Projections, Updates, and Results
- **Outreach Tools**  
Talking Points, Phone Script, Email Cover and Attachments, Original and Curated Content, and Corporate Development and Investor Relations Strategies
- **Deal Cycle Brand Development™**  
Awareness, Engagement, and Conversions into Stakeholders throughout the Private Capital Markets, Industry Value Chains, and Equity Capital Markets

### Self-Listing

Acquisition Target Selection, Share Exchange Agreement; Stock Repositioning; Brand Awareness, and Trading Market Development Listed Shares



## Skills Portfolio

### Strategy

- (1) Executive Board Director Cross Border Listed Portfolios
- (2) Market Research, Economic and Risk Analysis, and Positioning Strategies
- (3) Industry Value Chain Mapping™ and Target Selection
- (4) Target Databases, Original and Curated Content Editing, and Marketing Materials
- (5) Outreach Campaigns and Relationship Management

### Deal Making

- (6) Origination
- (7) Due Diligence
- (8) Negotiations
- (9) Legal Documentation
- (10) Cross Functional Team Closings and Integration

### ProActive Alternative Investor Relations (ProAltIR™)

- (11) Outsource, Integrate, and Manage Professional Services, Data, and Media
- (12) Integrated and Interactive Multichannel Marketing Infrastructure
- (13) Investor Expectation Messaging™
- (14) Deal Cycle Brand Development™
- (15) Self-listings
- (16) Competing Liquidity Options
- (17) Catalogue, Analyze, and Report Campaign Data
- (18) Political Strategist and Campaign Management

### Equity Capital Market

- (19) Trading Market Development Listed Shares
- (20) Media Spokesman, Regulatory Liaison, Conflict Resolutions, and Shareholder Contact
- (21) Monthly Clients Analytics
- (22) Competing Exit Strategy Options
- (23) Corporate Governance



## **A ProActive Alternative to Investor Relations (ProAltIR™)**

The ProActive Alternative Investor Relations (ProAltIR™) solution is an enterprise value creation formula (product) that not only produces top-line growth (multiplicand) but drives investor growth expectations to expand valuation multiples (multiplier).

ProAltIR™ features a continuous full-scope corporate development campaign seeking M&A, distribution alliance, and product/services innovation partnership opportunities.

Corporate development campaigns are run over an investor relations platform throughout the private capital market, industry value chains, and equity capital markets to *maximize investor audience size*.

Our investor relations platforms utilize integrated interactive multichannel marketing infrastructure, Investor Expectation Messaging™, and Deal Cycle Brand Development™ to *maximize audience engagement* and conversions into brand stakeholders.

Generating (1) institutional private placements; (2) inorganic revenues and gross margins; (3) risk mitigation and improved competitiveness; (4) increased returns on capital investments; (5) investor growth expectations expanding valuation multiples; (6) self-listings; and (7) competing liquidity options *maximizes enterprise value creation*.

Presenting a continuous flow of enterprise value creation to the broadest target audience through interactive engagement from multiple channels is our strategy to create the investor growth expectations that deliver **valuation multiple expansion**.

And we can even accelerate returns through a **self-listing**, which allows private capital market investors to achieve equity capital market valuations, liquidity, growth, and financings prior to a public offering.

- **Self-listings create liquidity autonomy to accelerate ROI**
- **Self-listings create tangible assets for equity insiders**
- **Self-listings provide continuous liquidity and ROI growth opportunities**
- **Self-listings provide market valuations to monitor and measure solution analytics**
- **Self-listings provide maximum downside protection as a reverse takeover vehicle**





**A ProActive Alternative to Investor Relations (ProAltIR™),**  
*continued*

**ProActive**

Investor Relations *and* Corporate Development

Financial Investors *and* Strategic Investors

Private Placements *and* Inorganic Revenues

Brand Awareness *and* Audience Engagement

Valuation Formulae Multiplicand *and* Multiplier

Private Capital Market, Industry Value Chain, *and* Equity Capital Market Target Audiences

Generalist Career Rolodex *and* Pipelines Proprietary Deal Flow

**Alternative**

Self-Listing *vs.* Initial Public Offering

Market Valuation *vs.* Arbitrary Valuation

Multichannel Marketing and Deal Cycle Brand Development™ *vs.* Press Releases

Board Executive & Equity Owner *vs.* Retained M&A Advisor or Investor Relations

**Traditional Investor Relations**

Press Releases, Shareholder Contact, *and* Road Shows



## **A ProActive Alternative to Investor Relations (ProAltIR™),** *continued*

### **Investor Relations**

Equity Capital Market, Industry Value Chain, and Private Capital Market Brand Awareness

### **Corporate Development**

M&A, Strategic Distribution Alliances, Product/Service Partnerships, and Self-Listings

### **Integrated and Interactive Multichannel Marketing Infrastructure**

Landing Pages, Press Releases, Email, Social Media, Internet, Telephonic, Interviews, Associations, Event Sponsorships, Speaking Events, Presentations, White Papers, SEC Filings, Stock Promotions, Public Relations, CRM Systems; and Metrics and Analytics

### **Deal Cycle Brand Development™**

Awareness, Engagement, and Conversions into Stakeholders throughout the Private Capital Markets, Industry Value Chains, and Equity Capital Markets

### **Investor Expectation Messaging™**

Brand Positioning, Enterprise Value Creation Narrative, and Milestone Projections, Updates, and Results

### **Enterprise Value Creation**

Institutional Private Placements, Inorganic Revenues and Gross Margins, Risk Mitigation and Improved Competitiveness, Increased Returns on Capital Investments, Investor Growth Expectations that Expand Valuation Multiples, and Equity Capital Market Liquidity



## Services

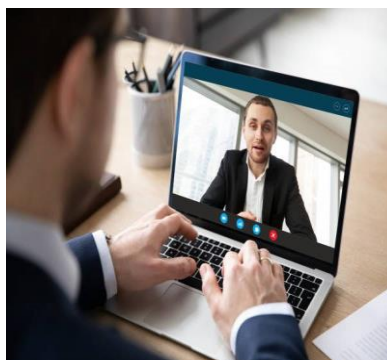
### Service      **Expansion Capital**

Product Objectives      Accredited, Institutional, and Strategic Investor Financings  
Value Add Multifamily and Senior Living Development Co-GP, LP, and Debt Capital

Expertise      Investor Relations and Institutional Private Placements Listed, Unlisted, Domestic and Off-shore Issuers

Strategy Skills      (1) Executive Director Cross Border Listed Portfolios  
(2) Market Research, Economic and Risk Analysis, and Positioning Strategies  
(3) Industry Value Chain Mapping™ and Target Selection  
(4) Target Databases, Original and Curated Content Editing, & Marketing Materials  
(5) Outreach Campaigns and Relationship Management

Pricing      Retainer and Success Fee





**Service Enterprise Value Creation**

Product Objectives Expansion Capital; Inorganic Revenues and Gross Margins; Risk Mitigation and Improved Competitiveness; Increased Returns on Capital Investments; Growth Expectations and Valuation Multiples; Corporate Governance; and Self-listings

Expertise Private Placements, Corporate Development, M&A, Distribution Alliances, Product/Service Partnerships, Listed Board Director, and Reverse Takeovers

Deal Making Skills (6) Origination  
(7) Due Diligence  
(8) Negotiations  
(9) Legal Documentation  
(10) Cross Functional Team Closings and Integration

Pricing Retainer, Equity, Success Fees, and Sales Commission





**Service Valuation Multiple Expansion**

Product Objectives Private Capital Market, Industry Value Chain, and Equity Capital Market Audience  
 Integrated Interactive Multichannel Marketing Infrastructure  
 Investor Expectation Messaging™  
 Deal Cycle Brand Development™  
 Real Time Campaign Monitoring  
 Campaign Analytics and Reporting  
 Pipeline Proprietary Deal Flow  
 Competing Liquidity Options

Expertise **Integrated Interactive Multichannel Marketing Infrastructure** (Press Releases, Email, Social Media, Internet, Telephonic, Interviews, Associations, Event Sponsorships, Speaking Events, Presentations, White Papers, SEC Filings, Stock Promotions, Public Relations; and Metrics and Analytics); **Investor Expectation Messaging™** (Brand Positioning, Enterprise Value Creation Narrative, and Milestone Projections, Updates, and Results); **Outreach Tools** (Talking Points, Phone Script, Email Cover and Attachments, Original and Curated Content, and Corporate Development and Investor Relations Strategies); and **Deal Cycle Brand Development™** (Awareness, Engagement, and Target Conversions into Stakeholders throughout the Private Capital Markets, Industry Value Chains, and Equity Capital Markets )

ProAltIR™ Skills (11) Outsource, Integrate, and Manage Professional Services, Data, and Media  
 (12) Integrated and Interactive Multichannel Marketing Infrastructure  
 (13) Investor Expectation Messaging™  
 (14) Deal Cycle Brand Development™  
 (15) Self-listings  
 (16) Competing Liquidity Options  
 (17) Catalogue, Analyze, and Report Campaign Data  
 (18) Political Strategist and Campaign Management

Pricing Retainer, Equity, Salary, Success Fees, Sales Commissions, Monthly IT, Services, and Data Budget





**Service Self-Listings**

- Product US Ticker Symbol Acquisition
- Objectives
  - Equity Capital Market Brand Recognition
  - Equity Capital Market Collateral for PIPE Financings, M&A, and Corporate Development
  - Equity Capital Market Liquidity and Financings
  - Trading Market Development Listed Shares
  - Shareholder Base
  - Liquidity Autonomy
  - ROI Acceleration
  - Tangible Assets for Equity Insiders
  - Market Valuations
  - Maximum Downside Protection as Reverse Takeover Vehicle
- Expertise Acquisition Target Selection, Share Exchange Agreement; Stock Repositioning; Brand Awareness, and Trading Market Development Listed Shares
- Equity Capital Market Skills
  - (19) Trading Market Development Listed Shares
  - (20) Media Spokesman, Regulatory Liaison, Conflict Resolutions, and Shareholder Contact
  - (21) Monthly Clients Analytics
  - (22) Competing Exit Strategy Options
  - (23) Corporate Governance
- Pricing Retainer, Equity, Salary, Success Fees, Sales Commissions, and Monthly IT, Services, and Data Budget





## George T. Raney, Jr.

George T. Raney, Jr., is a professional intermediary, problem solver, and board advisor for listed, unlisted, domestic, and offshore clients with 20 plus years of C-level expertise in capital markets, corporate development, and investor relations.

Having begun his post-MBA career in the vanguard of two industries, PIPEs and PRC acquisitions of US listings, George is a thought leader in private placements, acquisitions of US listings, enterprise value creation, and valuation multiple expansion.

George's historic work includes originating some of the first and largest Reg S mandates in the country, which he sold to offshore hedge funds, China's first US listing, and China's first outward-bound US acquisition. His work has been references in numerous SEC filings, business publications and Congress, twice.

From the beginning of China's embrace of capitalism, George began customizing proactive alternative investor relation (ProAltIR™) solutions to create US brand awareness, share price appreciation, and trading volume to manage risks for institutional private placement investors.

To protect public floats, share prices, market caps, and valuation multiples from convertible debt (see death spirals and naked short selling), corporate development campaigns are run over client investor relation platforms to drive growth expectations.

George received his MBA in international business and real estate from the University Michigan Ross School of Business. His undergraduate work in economics and international relations at The Ohio State University included graduate courses in international trade and in international finance, as well as an independent study comparing foreign direct investments with international banking, all under the supervision of the Economics Department Chairman, Dr. Edward Ray.

Born in Virginia, George grew up in Ohio as a multi-sports all-star, including a 4-time undefeated PPK champion and all-conference footballer. He is the favorite grandchild of Donald Mills, the most recorded lead singer in music history. The Mills Brothers spent the early part of WWII in London, where his grandmother, Sylvia, a professional ballerina is from. Major Della Raney, the first African American admitted into the Army Nurse Corps, is a grand aunt. Prior to his MBA, George was a political campaign strategist and manager for local and statewide issue elections in the Buckeye state.

Cheers!

George



## **Raney & Associates**

Board advisor and professional intermediary with C-level expertise in investment banking, investor relations, corporate development, corporate governance, and self-listings; specializing in private investments in public equities (PIPEs), reverse mergers, and M&A. Innovated a proactive alternative solution to investor relations, ProAltIR™ to compress deal cycles, create enterprise value, grow valuation multiples, and monetize shareholder returns through competing liquidity options within the private capital market, industry value chains, and equity capital markets.

We are thought leaders in private placements, enterprise value creation, acquisitions of US listings, and customizing valuation multiples.

### **Contact**

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