

ISD, Inc.

Exposing, Educating & Engaging

Business Development ▲ Market Communications ▲ Capital Formation ▲ Media Placement

Committed to Client Success

We own over 35 years of financial, marketing and consulting experience, and for the past 18 years have provided superior Investor Communications and Public Relations services to both public and private early-stage companies.

We possess valuable & strategic partnerships with proven professionals whose expertise is critical to a company's development:

- Investment Banking/Equity & Debt Financing
- National & Local Media Placement
- Social Media/Market Awareness
- Legal & Compliance

There is a passionate commitment to provide our clients with the utmost guidance and tools necessary to support them in their mission to build a growing, profitable business focused on increasing shareholder value, creating a respected brand and accumulation of market share.

Investor & Public Relations

Our expertise in shareholder and investor communications provides market participants with an accurate account of our client's business and financial affairs, as well as a clear understanding of the company's value proposition. Furthermore, we serve as an independent resource for providing market intelligence to corporate management. Professional services available, but not limited to:

SELECT INVESTOR & PUBLIC RELATION HIGHLIGHTS

- Social media platforms created & managed
- IR page build-out on corporate web site
- Corporate marketing/IR kits
- Digital marketing, corporate branding
- Initial point of contact, email & phone
- Research reports
- Introduction to institutions/analysts
- Coordinate suitable Investor Conferences
- Professionally-written press releases
- Financial and company update webcasts
- Working capital sources, debt/equity
- National & local news coverage
- SEC compliance counsel/guidance
- Access to targeted investor databases
- Create/manage of corporate web page
- Graphic design/logo creation
- Marketing strategy development
- Integrated communications planning
- Media planning, buying & placement
- Broadcast, print, online advertising
- Interactive web strategy, design & development, rich media
- Trade shows, special events
- Sales materials, brochures, signage
- Offline/online direct marketing
- Television and video production
- Planning, managing creative promotional programs

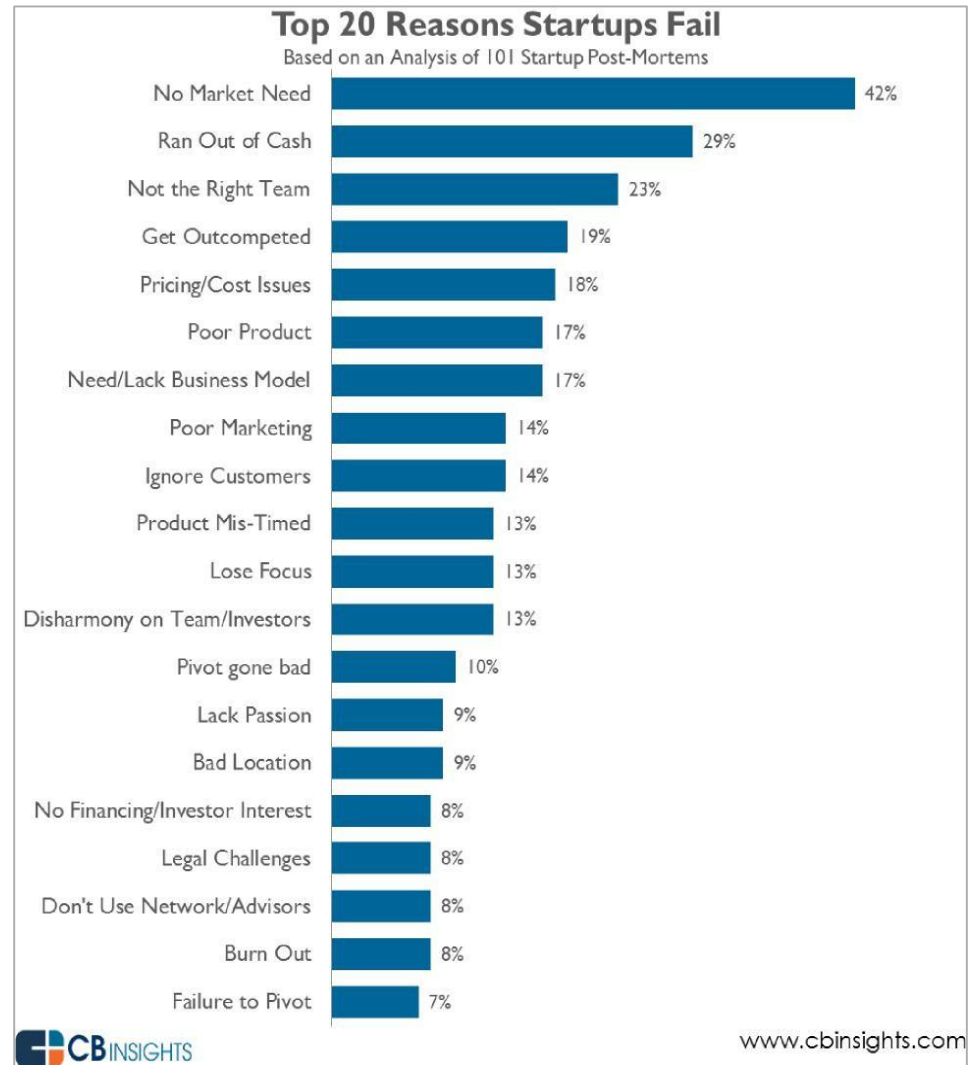
Canary in a Coal Mine

Building a company from start-up to the point of sustainability, year-over-year growth and increasing market share is, without a doubt, the hardest thing to accomplish in the business world.

If a company is successful in the execution of its business plan, it will be reflected in its market cap. The emerging company graveyard is filled with companies whose main focus was the short-term performance of its equity.

We understand and have experience with the high expectations of stakeholders. ISD can assist management in creating an exciting story, while keeping shareholders and the investment community connected and informed.

Our goal is to help you perform and to stay *out* of this Top 20 list.



Social Media Marketing

We build and manage our clients presence across essential social media channels.



By utilizing the efficiencies of the internet's global reach, we are able to educate and update the retail and professional investment community on our client's business model and corporate developments.

National & Local Media

We have secured prime-time, live Business Television interviews for our clients, providing them with a national platform on which to tell their story to millions of investors.



The Weather Channel



CNBC "Closing Bell"



Bloomberg Television "Money Moves"



Bloomberg Television "Taking Stock"



Fox Business "Closing Bell"



Fox News "Your World with Neil Cavuto"



Capital Formation

The **Jumpstart Our Business Startups Act** (“JOBS Act”) has introduced significant changes in many of the rules and regulations under which both private and public companies are able to fund their business plans. Issuer and investor requirements, restrictions and exemptions have been redefined and reconditioned considerably, resulting in a much deeper investor pool. In addition, reward and equity **Crowdfunding**, when combined with the global reach and scale of the digital highway, profoundly broadens the capital resources for growing companies.

Determining a suitable, timely and cost-effective plan for obtaining working capital can be challenging with these alterations in the funding landscape. Our investment banking, and legal and accounting partners provide expert guidance in determining the best vehicle for a company’s capitalization, among them:

- Regulation A+
- Regulation D 504
- Regulation D 506(b) and 506(c)
- Rule 147 Intrastate Offerings
- Reward and Equity Crowdfunding
- Non-toxic Equity Line
- Convertible and Non-Convertible Debt
- Factoring
- Shelf Registrations
- Credit Line
- Going Private Transactions



ISD Principals of Success

We believe sustainable, profitable and respected companies are built upon are the following principles:

- ✓ unwavering dedication to your company's value proposition
- ✓ financial integrity and progressive balance sheet management
- ✓ dynamic marketing initiatives to capture market share and establish brand loyalty
- ✓ securing proven, experienced personnel and business partners
- ✓ ability to properly & quickly adapt to changing market conditions and consumer demands
- ✓ love what you do and who you do it with
- ✓ regardless of circumstances, decency, character & honesty matter
- ✓ don't be a jerk

Select Client Relationships

2000 - 2018

Alpine Air



Contact Us

Contact us to discuss how we may be of value in the growth and success of your business

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