

# Disruptive Nation

## How can promising, emerging companies receive the visibility they deserve?

### The Public Relations / Investor Relations Route

Companies can hire public relations or investor relations firms. The problem is that these firms are expensive. A good PR or IR firm will typically charge between \$10,000 and \$20,000 a month. They will require a contract for a minimum of three months. Their results are not guaranteed. Sometimes, their campaigns are successful right out of the gate. But in most instances, after easily spending some \$45,000, little media attention is achieved. And what little media attention clients receive may be in the form of uncomplimentary reviews. Management teams are often told that they will have to spend much more money and wait much longer before results arise.

### The Disruptive Nation Route

For less than \$2,000 worth of our analysts' time, companies receive an analytical review of their businesses. These company analyses are posted on the Disruptive Nation website, which is trafficked by angel investors, venture capitalists, private equity investors, family office personnel, licensees and strategic acquirers. In addition to visibility from the Disruptive Nation website, company profiles are available as pdf files that can be posted on clients' websites or forwarded to interested parties. Clients receive full rights to produce an unlimited number of hard copies of their profiles.

## How does Disruptive Nation maintain its reputation as a leading research firm?

Disruptive Nation does not charge companies to prepare company profiles. We charge companies up-front for the few hours that our senior analysts spend researching the companies and relevant industries, interviewing management teams and composing the company profiles.

We ask the management teams to review the company profiles, only to ensure that our pieces contain no inaccuracies. We make it clear to clients that they receive research from Disruptive Nation, not promotional pieces. To maintain our credibility with

investors and corporate executives and to perform our research, we pose insightful but fair questions to management teams.

If a client were ever disappointed with our profile of his company, the client maintains the right to suppress publication. We will provide the client the article and full-rights to amend the article however they see fit, as long as our brand is in no way associated with such edited articles.

# The Disruptive Nation Research Team

One of Disruptive Nation's analysts are assigned to each client. Dedicated analysts are well positioned to produce updated client reports as needed.

## David Wanetick, CEO

David Wanetick has valued hundreds of emerging companies as well as thousands of patents for Fortune 100 companies, start-ups, university technology transfer offices, national laboratories, venture capital firms and hedge funds. David is active in monetizing patents. He is a Managing Director at JD



Merit, a boutique investment bank. He developed and runs the Certified Patent Valuation Analyst designation. The CPVA program has been run all over the world for 10 years. Some 250 testimonials are available at the CPVA website.

## David Liepman, Sr. Analyst

David Liepman tracks plant-based foods, alternative energy, auto technology and other emerging sectors for Disruptive Nation. David spent the first half of his 28-year print media career with the San Francisco Chronicle and the Marin Independent Journal on the business management side. The second half he put pen to paper.



For six years each edition of the Sunday San Francisco Examiner featured David's "Personal Best" column, profiling athletes and their specialties not traditionally found in the sports pages. He holds a BA degree in business management from the College of William & Mary in Virginia.

## Andy Cofarro, Sr. Analyst

Andy Cofarro covers personal care, real estate technology and cannabis companies, among other sectors, for Disruptive Nation. Andy Cofarro has been a professional writer and reporter for the past 15 years. His work has appeared in USA Today, MSN, CMSWire, MarTech Series, The Mercury News, East Bay Times, HERO Sports, Phil Steele's College Football Preview magazine, and dozens more. Andy holds a BA in English and an MA in Sport Management from San José State University.



## Elliot Figueira, Sr. Analyst

Elliot Figueira is an experienced researcher and analyst with a passion for technology and innovation. Elliot's coverage verticals include water technology, medical devices, telecommunications and software. He has written for major tech blogs, entertainment news sites, marketing companies, and many other companies.



Outside of writing, Elliot enjoys science-fiction literature and various types of cacti.

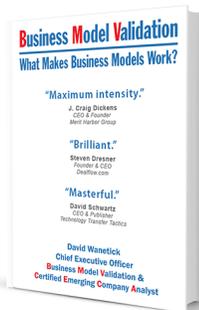
# David Wanetick is the Author of **Seven Books**

His four most recent books are highlighted below:

## Business Model Validation

[businessmodelvalidation.com](http://businessmodelvalidation.com)

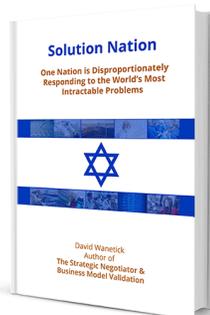
Don't invest in emerging businesses without reading Business Model Validation. Learn about more than 100 business model metrics such as capacity head-fakes, the Las Vegas Conundrum, platform dependence, the Icarus Paradox, business mode fragility and decision tripwires.



## Solution Nation: One Nation is Disproportionately Responding to the World's Most Intractable Problems

[solutionnation.info](http://solutionnation.info)

Contains fascinating and rigorously researched profiles of more than 60 of Israel's most promising companies. Each company profile consists of rigorous research into the problem that the companies address, an analysis of each company and its solution, and at least 10 incisive questions that investors might wish to pose to the managements of these companies.



## The Strategic Negotiator: A Manual for Negotiating at the Elite Level

[instituteforstrategicnegotiations.com](http://instituteforstrategicnegotiations.com)



At 800-pages, this is the world's most voluminous book on Strategic Negotiations. Learn how to use cutting-edge negotiating tactics when negotiating capital raises, licensing agreements, escrows, indemnifications, liquidation preferences, stock grants, pay-to-play provisions, 360 contracts and set-up contracts.

The Strategic Negotiator received testimonials from senior executives at Google, Microsoft, IBM, DuPont, Saudi Aramco, Nikon, AkzoNobel, Hewlett-Packard and many other fine companies.

All clients that contract for four hours of our analysts' time are entitled to receive a complimentary copy of **The Strategic Negotiator: A Manual for Negotiating at the Elite Level.** This 800-page book retails for \$795.

## Plight of the Patentee: The Case for Restoring Inventors' Rights

[cpva.info](http://cpva.info)

If you are an inventor, this book is for you.

Those who are trying to dismantle the patent system are taken to task in Plight of the Patentee. The inequities faced by patentees—including whimsical

invalidation, rampant infringement and prolonged prosecution—are discussed from the point of view of more than 30 patentees.



# What Else Can Disruptive Nation Do For Your Company?

Companies are under no obligation to engage Disruptive Nation for any of the services listed. Nor is Disruptive Nation obligated to perform any of the services listed below for any particular company.

## Service

## Description

### Addressable Market Analysis

Investors invariably ask companies about the size of the opportunity being pursued. It is crucial that emerging companies credibly articulate the size of their addressable markets.

### Business Model Validations

When early-stage companies have no history, no revenues, few comparables and little in the way of assets, the legitimacy of their business models becomes paramount. Disruptive Nation CEO David Wanetick literally wrote the book on Business Model Validation.

### Company Valuation Reports

Clients and their counterparts rely on our Company Valuation Reports when negotiating capital raises and mergers and acquisitions.

### Financial Modeling and Forecasts

Our modeling and forecasts are instrumental in capital raises as well as assessing the merits of acquisitions, divestitures, product launches, managing balance sheets and much more. These models are designed to withstand the toughest scrutiny that investors, board directors and regulators can apply.

### Investment Banking

Disruptive Nation CEO David Wanetick is a Managing Director at JD Merit, a boutique investment bank with a worldwide reach through its tight affiliation with 40 investment banks and 1,200 bankers across the globe. Through JD Merit, David is active in selling companies and raising growth capital.

### Patent Monetization

We help selective clients monetize their patents through licensing agreements, patent sales, securing patent-collateralized loans and assertion.

### Patent Valuation Reports

We have valued thousands of patents as well as a multitude of trade secrets and trademarks. Most of our intellectual property engagements arise in the context of contemplated transactions—capital raises, licensing arrangements, patent sales, loans collateralized with patents, and acquisitions of companies.

# Agreement for Preparation of Company Profile for Publication on Disruptive Nation

Terms:

**Upon receipt of payment, Disruptive Nation will:**

- Research the client company and its related industry;
- Conduct a telephonic interview with the client company’s management team;
- Compose a company profile consistent with those on its website;
- Present company profile to management;
- Correct any material inaccuracies communicated by management;
- Post company profile on www.disruptivenation.net; and
- Deliver a PDF file of company profile to client.

### Fee Schedule

Analyst Level	Senior Analyst	CEO
<b>Hourly Rate</b>	\$295	\$425
<b>Estimated Hours</b>	4	4
<b>Analyst Research Fee</b>	<b>\$1,180</b>	<b>\$1,700</b>
<b>PDF File – Full Distribution &amp; Reproduction Rights*</b>	\$395	\$395
<b>Total Fees</b>	<b>\$1,575</b>	<b>\$2,095</b>

**Client company agrees and acknowledges that:**

- Disruptive Nation prepares analytical pieces, not puff pieces.
- Client will pay for four hours of an analyst’s time at the stated rates. Additional hours incur additional charges.
- At the time of its review, management shall have the right to suppress publication of drafted articles. In such case, client will own the rights to the drafted profile but will not associate that draft or any modifications thereof to Disruptive Nation.
- Client is not obligated to engage Disruptive Nation for other services and Disruptive Nation is not obligated to provide client with any other services.

\*The standard rate for the PDF File is \$795.  
The \$395 rate is only available at the time of initial engagement.

<b>Disruptive Nation</b>		<b>Client Company:</b>	
<b>Name:</b>		Authorized Signatory:	
<b>Signature:</b>	<b>Date:</b>	Signature:	<b>Date:</b>

**CC Payment Details**

<b>Company</b>		
<b>Number</b>	<b>Code</b>	<b>Zip Code</b>