

GRASS ROOTS  
RESEARCH AND  
DISTRIBUTION, INC.  
#1 Small Cap  
Research Firm  
[www.grassrootsrd.com](http://www.grassrootsrd.com)

# GRASS ROOTS RESEARCH AND DISTRIBUTION, INC.

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**121+ Companies Researched**

**The Investor Awareness Industry's**

**Research Firm of Choice**



# PRINCIPAL

1. **Principal:** D. Paul Cohen
2. **Founder:** Bear Stearns West Coast Regional Offices
3. **Founder:** CBWL Hayden Stone American Express West Coast Institutional Regional Offices
4. **Mr. Cohen:** One of the original elite Wall Street analysts, considered by many to be the Top 12 Analysts in the USA
5. **Founder:** Cohen Independent Research Group Inc. 1997
6. **Founder:** Grass Roots Research and Distribution, Inc. 2009



# GRASS ROOTS PERFORMANCE

## 121+ Researched Companies

- Results: 121 stocks: May 2009 – Nov 19, 2011 include [www.cohenresearch.com](http://www.cohenresearch.com) and [www.grassrootsrd.com](http://www.grassrootsrd.com):
- 96.8% of all Stocks increased their price by 86.7% post initiation of coverage
- 85.5% of all Stocks increased their volume post initiation of coverage
- 16.9% of Stock price increase was 100% or more
- 82.3% of all Stocks rose to their higher price within 30 days
- 24 Average Days to reach Stock High Price
- 100% of all email campaigns stocks rose on the average of +90.5%

**Cohen Research: between November 2002 and December 2008**

Highest price within 30 days after initiate coverage: +36.2%



## REPORT PRICES

1. 15 Pages: ask
2. 20 – 25 Pages: ask
3. 30 – 35 Pages: ask
4. 50 pages or less: ask
5. 100 pages or less: ask
6. 100 – 250 pages: ask



# DISTRIBUTION

## Prices (ask)

1. The Large Database: 8 Million Names
2. Holy Grail Database: 470,000 Names
3. Elite Open Click Database: 123,000 Names
4. Three databases used together average about 17,000 to 28,000 Open Clicks and 800,000 Open Views
5. Oil/Energy Database: ask
6. Green Technology Database: ask
7. Biotechnology Database: ask
8. Health Care Database: ask
9. Technology Database: ask
10. Consumer Industry Database: ask
11. Customized Targeted Industry Databases: ask



# Research Design

1. Only firm to forecast for 5 years through the Income Statement, Balance Sheet and Cash Flow Statements in 3 cases: Optimistic, Base, Pessimistic Cases.
2. Creates the Cohen Price Target
3. Supplement our thorough bottoms-up fundamental industry and company specific research with Wall Street's most in depth financial analysis.
4. Reports are used to raise capital
5. We analyze pre Reverse Merger companies, Private companies, PIPE transactions, pre and post deal, write short sale reports for hedge funds, provide international research (e.g. China)
6. The Cohen Financial and Valuation Model powers our analytical securities analysis engine: modeling, valuations, cash flow alternatives, and investment banking module
7. Our Goal: To be the best and continually raise the bar



# DISTRIBUTION

1. **Research Distribution:** 5+ million retail investors, 98% institutions through research network only available to research firms.
2. **Direct Distribution to Investors:** Large Database (8 million) and Holy Grail Database (470,000) and Elite Open Click Database (123000)
3. **Quarterback Campaigns:** Combines distribution firms for customized campaigns
4. **Creative Design:** Customized for IR, PR and Promotional firms
5. **The Cohen Press Release Multiplier Distribution:** Expands the target markets and eyeballs for you press releases.
6. **Product Marketing:** We create hard copy mail combined with email marketing programs to industry groups and demographic worldwide areas.
7. **IR/PR Programs Distribution** Working with company's IR, PR programs
8. **Web Based Distribution:** We have more financial content than any fundamental research firm on Wall Street. Investors can use our website for daily stock market trading and investing.
9. **Private Meetings Distribution:** One on one meetings at public events



## Creative Designs

- We design customized creatives for IR Campaigns
- Our creatives are unique to the industry because they combine our research results with IR appeal
- No other creatives in our industry combine our securities analysis with corporate highlights
- We use our creatives in our individual distribution campaigns
- We invite IR and promotional firms to look at our creative designs



# THE INVESTOR AWARENESS INDUSTRY'S RESEARCH FIRM OF CHOICE

1. [www.grassrootsrd.com](http://www.grassrootsrd.com). If a campaign wants the best, we invite interested parties to compare our services with anyone else in the industry.
2. **Reports help protect against regulatory inquiry:** Our securities analysis and price targets in our reports are academically defensible.
3. **Reports provide the foundation for all IR.** We provide valuations and price targets for all companies. IR should point to the worth of a given company
4. **Disclaimer** Protects against regulatory inquiry
5. **Grass Roots central website for your company's story:** Web roadmap for your story: Your report, PR Release, your website, your stock statistics
6. **Our website:** A sophisticated website for the savvy investor. Simple to use for the retail investor. It has it all plus more. It is **FREE** of charge.
7. **Invitation:** We invite you to spend time on: [www.grassrootsrd.com](http://www.grassrootsrd.com)



# CORPORATE PURPOSE

1. **Purpose:** to expand a company's shareholder base with long term committed, educated investors to help create investor awareness
2. **Fundamental Research:** The best in the Small/Micro Cap Industry
3. **Grass Roots Research:** Investor Awareness Industry's Research Firm of Choice 121+ researched companies
4. **Distribution:** Massive 8.6 million name distribution
5. **Creative Design:** Customized for IR, PR and Promotional Firms
6. **Product Marketing:** Helps you market your products
7. **Quarterback Campaigns:** Multiplies distribution channels
8. **Raise Capital:** We forecast and value private and public companies, helping them to raise capital
9. **Our Websites:** Use our website to attract retail and institutional investors
10. **Consulting:** Available upon request



# THE COHEN RESEARCH CULTURE

1. **Cohen Research Culture: Excellence.** We have raised the bar of fundamental securities analysis to an unmatched level in micro cap/small cap research
2. **5 Year Forecasting:** IS, BS, CF Statements – Assumes capital raised
3. **3 Case Forecasting:** Base Case, Optimistic Case, Pessimistic Case
4. **Brain Trust:** PhDs, MDs, CFAs, CPAs, MBAs, industry specialists, 21 analysts at different high levels of continuing education
5. **Analyst teams:** reports may be written by teams of analysts:
6. **Web Site:** More financial content than any Wall Street fundamental research firm. Attracts retail and institutional investors
7. **Cohen Financial and Valuation Model:** Our research engine. 300,000 cells. Unique to Wall Street securities analysis
8. **Quality:** Our research culture and quality are maintained at the highest levels in all Cohen and Grass Roots research reports.



# THE COHEN PRICE TARGET™

1. **Cohen Price Target™:** Four (4) equally weighted blended metrics includes the assumption of capital raised
2. **5 Year Forecasting, 3 Cases:** Price targets include 5 year forecasting: Base, Optimistic and Pessimistic Cases
3. **Assumes Capital Raise:** Most small companies must raise cash to reach our projections. Therefore, our price targets assume capital is raised
4. **Short Term Market Price Performance:** Stock prices are often determined by short term trading, general investor interest, amount of cash spent on a campaign, and the business model of a given company
5. **Academic Theory:** Our price targets are academic theory and should not be relied upon.



# PRODUCT MARKETING:

to help you build your business

1. **Business Data:** Email, Phone, International Data available – large lists
2. **Consumer Data:** Homeowners, Consumers, Public Records, Responder Information, Financial Magazine Subscribers, Investors
3. **Email Marketing:** Full turnkey direct mail, targeted data, print
4. **Direct Print Mail:** Full Turnkey, Printing, Addressing, Postage, Mail Tracking,
5. **Internet Marketing:** Full Campaign, Pay per Click, Search Engine Optimization, Lead Generation, Web Site Creation, Social Networks, Facebook, LinkedIn, Twitter, blogs etc.
6. **Campaign Management:** Build your business campaign consulting
7. **Spokesperson Video:** Celebrity, can be shot at confines of your company
8. **Media:** Print, TV, Video, Infomercial, Newspaper, other media
9. **Multi Source Industry/Business Databases:** Marketing email, hard copy direct mail, email
10. **Prices:** Negotiated



# ISSUER PAID RESEARCH

1. The SEC has encouraged research coverage for 5,000+ companies that have no coverage, or whose coverage is inadequate
2. Wall Street has and will continue to go through a major restructuring
3. Many analysts are now out of work
4. Fewer research analysts have created a significant drop in coverage for many public companies
5. There is a vacuum of information for many important companies that do not have research coverage
6. Independent research is a fact of life. It is here to stay.



# THE COHEN FINANCIAL AND VALUATION MODEL

1. Our Model is the largest and most comprehensive fundamental research model built in Wall Street
2. The Model powers our analytical research engine
3. We have put certain CFA and CPA constructs into our Model
4. 300,000+ cells in excel
5. 213,000+ different formulas
6. 100+ charts, graphs and tables
7. 28 Different Valuation Methods – Creates Price Targets
8. 5 Different Cash Flow Methods
9. PIPE and Reverse Merger Modules Section



# CONCLUSION

1. Grass Roots Research and Distribution, Inc is the **Investor Awareness Industry's Research Firm of Choice.**
2. We use the assets of Cohen Independent Research Group, Inc.
3. Distribution: Massive contact campaigns, retail, institutional, stockbrokers, IR/PR firms is unique within the industry
4. References will be furnished upon request
5. Maintain Wall Street's highest research quality
6. Continually raise the bar of research\* excellence



# DISCLAIMER

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