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### **Object: Unique and Sole Proprietary Features of Gazelle**

Gazelle is the only AI-powered Business Intelligence Platform that ranks companies based on their likelihood to expand. Gazelle was designed for business development professionals seeking to target and engage with high growth and expanding companies. At Gazelle, we believe in a data-driven approach to targeting, researching, and engaging with companies for a smarter approach to business development. Below are unique features that Gazelle provides to achieve the results needed for our clients.

### **AI Machine Learning expansion Indexing**

Gazelle.ai is the only platform that features trained algorithms to index companies based on their propensity to expand. Our team of PhD economists studied over 900 data signals from over 150,000 companies over a ten-year time series dataset to identify company growth signals. The most significant data points in the 18 months prior to company expansions were identified. These signals were then used to train learning algorithms to detect similar attributes across the 9 million international company establishments in the Gazelle.ai platform. The blend of machine learning and economic data to prognosticate growth at the company level is unique to Gazelle.ai and Gazelle.ai is the sole proprietor of this capability.

### **Industry Heat Mapping**

Gazelle.ai is the only data platform to include heatmaps at the state and county levels across over 900 6-digit NAICS industries. These heat maps allow end users to discover density and growth (over the past 5 years) based on employment, total salaries, net sales, gross profits, number of establishments, and average salaries. This heat mapping feature helps users understand occupation needs across the 900 featured NAICS industries across every county and state in the US. The heat maps further help end-users identify cluster growth "hot spots" that are most useful for investment attraction and targeting. The expertise used to create heat maps for company profits and revenue (density and growth) is exclusive to Gazelle.ai and was generated by our in-house team of economists and developers. Gazelle.ai is the only product capable of generating company lists in accordance with any of the selected heat maps at the state and county levels.

### **Industry Buying and Selling Ecosystem**

Gazelle.ai platform is the only data platform that features both the ability to reveal buying and selling ecosystems across 900 6-digit NAICS industries and generate lists of companies specific to these industries (buying or selling) at the state and county levels. End users can instantly build lists of buyers and sellers of goods and materials associated with any one of 900 6-digit NAICS industries anywhere in the world.

### **Blended Search capabilities**

To identify emerging companies, as well as emerging industries, Gazelle.ai features blended searching capabilities that include 1,600 key words, intuitive word search, 900 NAICS industries, Harvard defined business cluster and sub cluster groupings, VC funding, revenue growth (based on 3rd party company growth lists), and proprietary AI growth analysis. Gazelle.ai is also the only database to deploy GIS software to illustrate the full footprint of companies (regional HQs, subsidiaries, branches, JVs, affiliates, etc.), their international presence, and specific company search results in a user-selected geographic area.

### **Human Curated Expansion Projects**

Above and beyond the AI indexing for companies likely to expand, Gazelle.ai's in-house research team interviews executives at over 120,000 companies per year. The interviews are meant to establish if a company is planning an expansion initiative within the coming 18-36 months. If a company is planning to expand, the Gazelle.ai team tries, on a best-efforts basis, to understand where the expansion will take place, level of investment, potential job creation and type of project (manufacturing, R&D, head office, etc.). The research team also asks questions related to triggers / barriers to the expansion project, as well as the data that would be required to facilitate the site selection process. This data is then uploaded into the Gazelle.ai platform.

### **GIS-based Company Search**

Gazelle.ai features GIS company searches down to the zip code level. Users can identify clusters of targeted companies by using any combination of NAICS codes or keywords. By using the keyword search, users can identify emerging industry clusters such as "virtual reality", "drones", "space systems", among thousands of others. The map zoom function

allows users to pinpoint companies down to a specific street corner. Gazelle.ai further allows users to define a customized area on the world map and identify companies within those geographic parameters.

**International Footprint Company Search**

The Gazelle.ai HAT – “Here AND There” search feature enables users to search for companies based on company global HQ, subsidiary, and branch locations. Using this feature, our users can identify companies located in an area, and determine whether they have headquarters, subsidiaries, or branches in an area of interest. This feature is particularly useful for dealmakers who are seeking international companies operating or present in a specific geographic territory.

**Featured list and tradeshow exhibitors**

Gazelle.ai featured list and tradeshow function enables users to search for companies that have appeared in top publications and/or that are attending industry tradeshow. Using this feature, our users quickly research companies present at a tradeshow or part of a list, and limit noise when looking to engage with growth companies. Like other features unique to Gazelle.ai, it is invaluable for professionals looking to build streamlined, long-lasting relationships with industry professionals.

**Company tracker and Gazelle.ai news feed**

Gazelle allows users to keep up with the latest developments for specific companies, industries, or keywords with the custom News Feed. The newest feature allows for clients to keep track of news alerts with daily updates in a custom feed and provides an added layer of insight & engagement, all centralized on the platform.

Sincerely,

Carrie Cole  
Director - Sales, Lightcast