

ACTIVE TRADING ANALYTICS



WHY IS THE BRACKET™ SO IMPORTANT TO ISSUERS?

Every Issuer faces a unique array of challenges in their trading continuum, whether the problem originates from a lack of market intelligence, a deficiency in applicable retail marketing data, and/or a lack of market liquidity, our Traders translate market activity into **actionable insights** while actively participating in the market.



Only through active participation can context be achieved.





What is context derived
from Trading?

Imagine the following situations...

SCENARIO 1

The Situation

Algorithms, dark markets, currency arbs, pounce programs, anomalous trading, iceberg orders, and more, make deciphering trading activity particularly challenging for even the most seasoned Capital Markets teams especially when attempting to understand those affecting the share price.



The Effect

A corporate, cultural belief that understanding market activity is a futile exercise



The Answer

Through the power and experience of our Trading Desk, we breakdown the intentions of all market participants...in order to decipher what requires action or not.

Your market is where investors put their money where their mouth is.

SCENARIO 2

The Situation

Large shareholders, Board Members, Analysts, and Brokers and all other market participants are all looking to C-suite for assurance that there is no information vacuum and are wanting to understand the lack of positive trading activity.



The Effect

Seasoned market professionals are left to give generic boilerplate answers because they are not equipped with insightful, optimistic, or actionable information.



The Answer

Via The Bracket™ and meetings with our Trading Desk we provide you the mediums that will expeditiously provide you the information necessary to get ahead of these conversations. Giving the perception of a Capital Markets Team with pedigree and access to information.

SCENARIO 3

The Situation

The success of Issuer press releases, Video Podcasts, Investor Platforms, Conferences, Broker Meetings and other forms of marketing are often accepted as necessary actions with no basis of measurement.



The Effect

A continuous allocation of corporate funds with the inability to measure and challenge those that service you.

A relaxed corporate culture reliant on old school thinking. That marketing and news do not matter.

Industry professionals sticking to the old “play book” versus try something new. In addition to conceding failure to understanding their retail base



The Answer

Based on quantitative data derived from your market activity, The Bracket™ will assist in breaking down these preconceived barriers.

Our programs will breakdown every trade to help decipher which corporate actions, marketing, press releases, etc. turn investors into active buyers...not just bidders.

So your corporate dollars can be allocated efficiently and with purpose.

SCENARIO 4

The Situation

Illiquidity, Shorters, Last second mark downs, Algorithmic control of your market, and a seemingly continuous downward spiral because of a lack of competition in your market



The Effect

Capital Markets professionals feeling orphaned in the market with attainable answer.

Investors feeling like there is never a need to compete for order flow, equating to lower bids versus buying at market.



The Answer

Our Trading Desk is continuously forcing market participants to compete for order flow.

We are a firm believer that volume and activity are both a by-product of competition in the market

“Listen to what the market is saying
about others, not what others are
saying about the market”

— Richard Wyckoff

Legendary stock market investor and
founder of the Magazine of Wall Street

A market advantage is provided to Issuers who can better recognize what motivates investors.

Your Market is the intersection whereby conjecture turns into fiction or fact

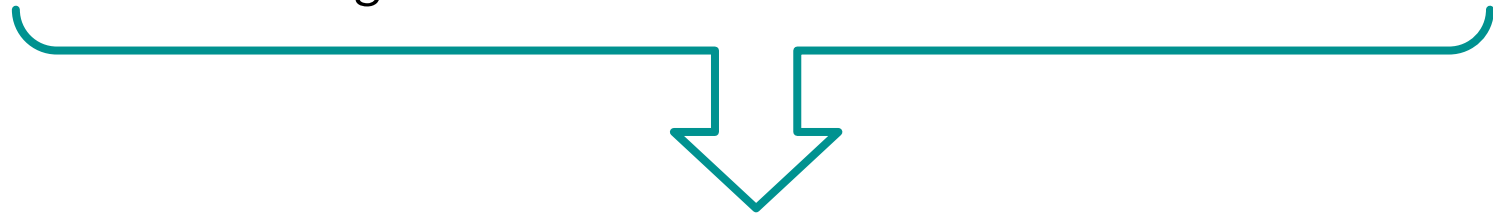
Our team of Traders, decipher just that to help you be tactical and actionable.

THE ASK

To find a Capital Markets partner that is regulated, experienced, nonconflicted, and as evolutionary the Issuer. A partner that can provide advice and insights based on real-life case studies, in addition to, helping with the needs of Market Insights and/or liquidity.

THE ANSWER

The Bracket™ is the only digital intelligence portal designed to give Canadian Issuers accurate and immediate insight into “active” investor engagement while Trading the Issuer’s stock.



ACTIVE TRADING ANALYTICS

TRADING

Our experienced traders maintain 'eyes on the market', applying sophisticated data aggregation techniques to detect unusual trading, and instantly communicate to provide any evidence of anomalous trading patterns such as short seller attacks, flash crashes, or fat-finger trades.

DATA ANALYTICS

With timely data from 16 exchanges, alternative trading systems, and dark pools, The Bracket™ provides 24/7 online access to comprehensive insight into each Issuer's trading activity.

COMMUNICATION

We don't wait until Issuers access our portal, we always watch the Issuer's stock and reach out the moment we see activity that needs immediate attention.

WHAT OUR CLIENTS SAY

“We have been very happy with the engagement, support and service we receive from IACP. The communication flow from the team, the visibility we get into specific trades, unique trends, anything that might materially impact our stock or the market where we compete are brought to our attention real time. The “metric’s” portal has opened up new opportunities for us as an issuer to connect with brokers and other traders who are busy on the buy or sell side. As CEO, I feel I have better visibility on the performance of my stock (good and bad) with an active guard and support to guide our journey in unpredictable, market times.”

— Bill Ciprick
CEO, Optimi Health

THANK YOU

[THE **BRACKET**

Powered by



**GENERATION
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