



How to Maximize Leads Using Gazelle.ai Projects

PRESENTED BY:



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AGENDA

1. **Why Gazelle.ai projects matter**
2. **An overview of how project data is sourced & updated**
3. **A look into our projects function & how to identify top expansion projects**
4. **Outreach strategies to successfully engage with contacts at growth-oriented companies**
5. **Key benefits and takeaways**
6. **Q&A period**





WHY GAZELLE.AI PROJECTS MATTER

- Gazelle's verified projects section gathers hundreds of active international investment projects
- Our projects feature allows you to discover fast-growing companies and engage with new prospects
- Projects receive the highest G-Score (6), enabling you to focus on fewer but more qualified leads
- Prospect lists can be built around the project's destination, timeline, number of jobs and other filters that match your needs
- Companies with listed expansion projects are likely to collaborate with B2B for capital and services and with EDOs to acquire talent, suppliers, etc





HOW PROJECTS ARE SOURCED

- Projects are confirmed expansion opportunities that have a *detailed commitment to growth*
- Starts with identifying a *lead/growth signal* for fast growing companies, globally
- C-level executive at the company are contacted to confirm the lead along with expansion details
- Verified projects are processed and published on the Gazelle platform by our data team

Expansion data includes:

- Company details
- Desired region of expansion. Destination can be outside of the headquarter/parent location
- Proposed timeline
- Market impact: job creation, facility type & more





HOW PROJECTS ARE UPDATED

- New verified projects are added to the platform on a monthly basis
- Projects data is exclusive to Gazelle.ai subscribers
- Projects are archived twice yearly. The status of the company, location and original project timeline are reviewed
- Project-specific contact information is updated including people based at the company's headquarters and branches



LET'S GET GAZELLE-ING!

A LOOK INTO GAZELLE.AI'S PROJECTS FUNCTION

How to Maximize Leads Using Gazelle.ai Projects



PROJECTS TYPES

Determine the **type of project** you are looking for by filtering through the different categories including:

- Commercial Office
- Data Center
- Engineering Facility
- Headquarters
- Hotel
- Manufacturing facility
- Operations Facility
- Production Facility
- R&D Facility
- Sales Office
- Warehouse & Distribution

VERIFIED PROJECTS

Project Type ^ Origin ^ Destination ^ Published ^ Timeline ^ Jobs ^ 1,390 found Clear

	PROJECT TYPE	ORIGIN	DESTINATION	PUBLISHED	TIMELINE	JOBS
<input type="checkbox"/> N/A						
<input type="checkbox"/> Select All						
<input type="checkbox"/> Unselect All						
<input type="checkbox"/> Commercial Office						
<input type="checkbox"/> Data Center						
<input type="checkbox"/> Engineering Facility						
<input type="checkbox"/> Headquarters						
<input type="checkbox"/> Hotel						
<input type="checkbox"/> Manufacturing Facility						
<input type="checkbox"/> Operations Facility						
<input type="checkbox"/> Production Facility						
<input type="checkbox"/> R&D Facility						
<input type="checkbox"/> Sales Office						
<input type="checkbox"/> Warehousing & Distribution						
<input type="checkbox"/> [Logo] [Company Name]	COMMERCIAL OFFICE	South America	South, US	2022-11-08	0-1 years	1-25
<input type="checkbox"/> [Logo] [Company Name]	COMMERCIAL OFFICE	Central Canada, CA	Western Europe	2022-11-08	1-2 years	50+
<input type="checkbox"/> [Logo] [Company Name]	PRODUCTION FACILITY	South America	South, US	2022-11-08	1-2 years	1-25
<input type="checkbox"/> [Logo] [Company Name]	PRODUCTION FACILITY	South, US	Northern Europe	2022-11-08	1-2 years	50+
<input type="checkbox"/> [Logo] [Company Name]	PRODUCTION FACILITY	Western Europe	South, US	2022-11-04	0-1 year	50+
<input type="checkbox"/> [Logo] [Company Name]	ENGINEERING FACILITY	Central Canada, CA	Western Europe	2022-11-04	0-1 year	1-25
<input type="checkbox"/> [Logo] [Company Name]	ENGINEERING FACILITY	Northeast, US	South, US	2022-11-04	1-2 years	1-25
<input type="checkbox"/> [Logo] [Company Name]	COMMERCIAL OFFICE	Western Europe	Eastern Asia	2022-11-04	0-1 year	1-25
<input type="checkbox"/> [Logo] [Company Name]	PRODUCTION FACILITY	West, US	South, US	2022-11-04	1-2 years	50+
<input type="checkbox"/> [Logo] [Company Name]	ENGINEERING FACILITY	Western Europe	Eastern Asia	2022-11-04	1-2 years	1-25
<input type="checkbox"/> [Logo] [Company Name]	COMMERCIAL OFFICE	Northeast, US	Australia and New Zealand	2022-11-04	0-1 year	1-25
<input type="checkbox"/> [Logo] [Company Name]	COMMERCIAL OFFICE	Western Europe	Midwest, US	2022-11-04	1-2 years	1-25
<input type="checkbox"/> [Logo] [Company Name]	COMMERCIAL OFFICE	Midwest, US	Eastern Asia	2022-11-04	0-1 year	1-25
<input type="checkbox"/> [Logo] [Company Name]	COMMERCIAL OFFICE	West, US	Midwest, US	2022-11-04	1-2 years	1-25
<input type="checkbox"/> [Logo] [Company Name]	ENGINEERING FACILITY	West, US	Western Europe	2022-11-04	0-1 year	1-25
<input type="checkbox"/> [Logo] [Company Name]	PRODUCTION FACILITY	South, US	South, US	2022-11-04	0-1 year	50+
<input type="checkbox"/> [Logo] [Company Name]	R&D FACILITY	West, US	Western Europe	2022-11-04	0-1 year	25-50
<input type="checkbox"/> [Logo] [Company Name]	ENGINEERING FACILITY	West, US	Western Europe	2022-11-04	1-2 years	50+



PROJECTS ORIGIN + DESTINATION

Refine your search by filtering the **origin** of the project and **destination** predetermined by the company

VERIFIED PROJECTS

Project Type ▾ Origin ▾ Destination ▾ Published ▾ Timeline ▾ Jobs ▾ 1,390 found Clear

GAZELLE PROJECTS Unselect All N/A

Download / Save Projects

Destination

COMPANY

- ALTUS | INDUSTRIAL AUT
- RAVEN CAPITAL
- ALTUS | INDUSTRIAL AUT
- WILDPACK BEVERAGE
- EMDE AUTOMATION GMI
- WILDPACK BEVERAGE
- ECORB
- WANDLBOTS
- GECKO ROBOTICS
- CASPERLABS
- TULFA
- CCS GLOBAL TECH
- FORTEM TECHNOLOGIES
- WILDPACK BEVERAGE
- BDATA
- CYEMPTIVE TECHNOLOGIES
- DDXM
- ENERGY FOCUS

PROJECT TYPE	ORIGIN	DESTINATION	PUBLISHED	TIMELINE	JOBS
Commercial Office	South America	South, US	2022-11-08	0-1 years	1-25
Commercial Office	Central Canada, CA	Western Europe	2022-11-08	1-2 years	50+
Production Facility	South America	South, US	2022-11-08	1-2 years	1-25
Production Facility	South, US	Northern Europe	2022-11-08	1-2 years	50+
Production Facility	Western Europe	South, US	2022-11-04	0-1 year	50+
Engineering Facility	Central Canada, CA	Western Europe	2022-11-04	0-1 year	1-25
Engineering Facility	Northeast, US	South, US	2022-11-04	1-2 years	1-25
Commercial Office	Western Europe	Eastern Asia	2022-11-04	0-1 year	1-25
Production Facility	West, US	South, US	2022-11-04	1-2 years	50+
Engineering Facility	Western Europe	Eastern Asia	2022-11-04	1-2 years	1-25
Commercial Office	Northeast, US	Australia and New Zealand	2022-11-04	0-1 year	1-25
Commercial Office	Western Europe	Midwest, US	2022-11-04	1-2 years	1-25
Commercial Office	Midwest, US	Eastern Asia	2022-11-04	0-1 year	1-25
Commercial Office	West, US	Midwest, US	2022-11-04	1-2 years	1-25
Engineering Facility	West, US	Western Europe	2022-11-04	0-1 year	1-25
Production Facility	South, US	South, US	2022-11-04	0-1 year	50+
R&D Facility	West, US	Western Europe	2022-11-04	0-1 year	25-50
Engineering Facility	West, US	Western Europe	2022-11-04	1-2 years	50+
Commercial Office	Central Canada, CA	Australia and New Zealand	2022-11-04	0-1 year	1-25
Production Facility	Midwest, US	Eastern Asia	2022-11-04	2-3 years	1-25

VERIFIED PROJECTS

Project Type ▾ Origin ▾ Destination ▾ Published ▾ Timeline ▾ Jobs ▾ 1,390 found Clear

GAZELLE PROJECTS Unselect All

Download / Save Projects

Origin

COMPANY

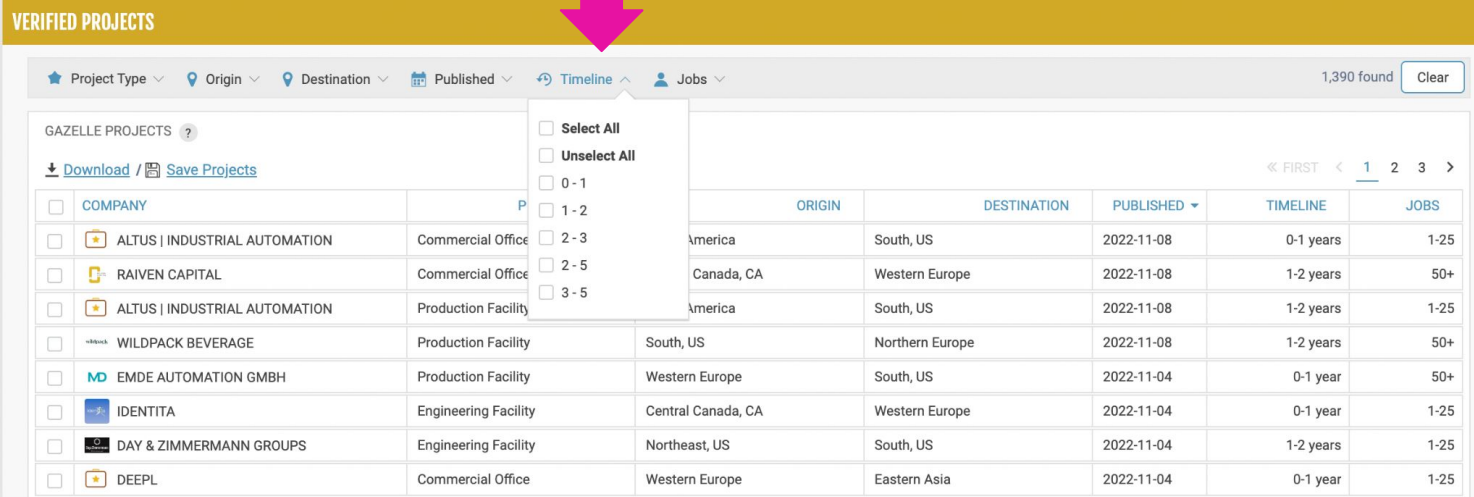
- ALTUS | INDUSTRIAL AUT
- RAVEN CAPITAL
- ALTUS | INDUSTRIAL AUT
- WILDPACK BEVERAGE
- EMDE AUTOMATION GMI
- IDENTITIA
- DAY & ZIMMERMAN
- DEEPL
- ECORB
- WANDLBOTS
- GECKO ROBOTICS
- CASPERLABS
- TULFA
- CCS GLOBAL TECH

PROJECT TYPE	ORIGIN	DESTINATION	PUBLISHED	TIMELINE	JOBS
Commercial Office	South America	South, US	2022-11-08	0-1 years	1-25
Commercial Office	Central Canada, CA	Western Europe	2022-11-08	1-2 years	50+
Production Facility	South America	South, US	2022-11-08	1-2 years	1-25
Production Facility	South, US	Northern Europe	2022-11-08	1-2 years	50+
Production Facility	Western Europe	South, US	2022-11-04	0-1 year	50+
Engineering Facility	Central Canada, CA	Western Europe	2022-11-04	0-1 year	1-25
Engineering Facility	Northeast, US	South, US	2022-11-04	1-2 years	1-25
Commercial Office	Western Europe	Eastern Asia	2022-11-04	0-1 year	1-25
Production Facility	West, US	South, US	2022-11-04	1-2 years	50+
Engineering Facility	Western Europe	Eastern Asia	2022-11-04	1-2 years	1-25
Commercial Office	Northeast, US	Australia and New Zealand	2022-11-04	0-1 year	1-25
Commercial Office	Western Europe	Midwest, US	2022-11-04	1-2 years	1-25
Commercial Office	Midwest, US	Eastern Asia	2022-11-04	0-1 year	1-25
Commercial Office	West, US	Midwest, US	2022-11-04	1-2 years	1-25



PROJECTS TIMELINE

Refine your search by using the project **timeline filter**, which is determined by the company



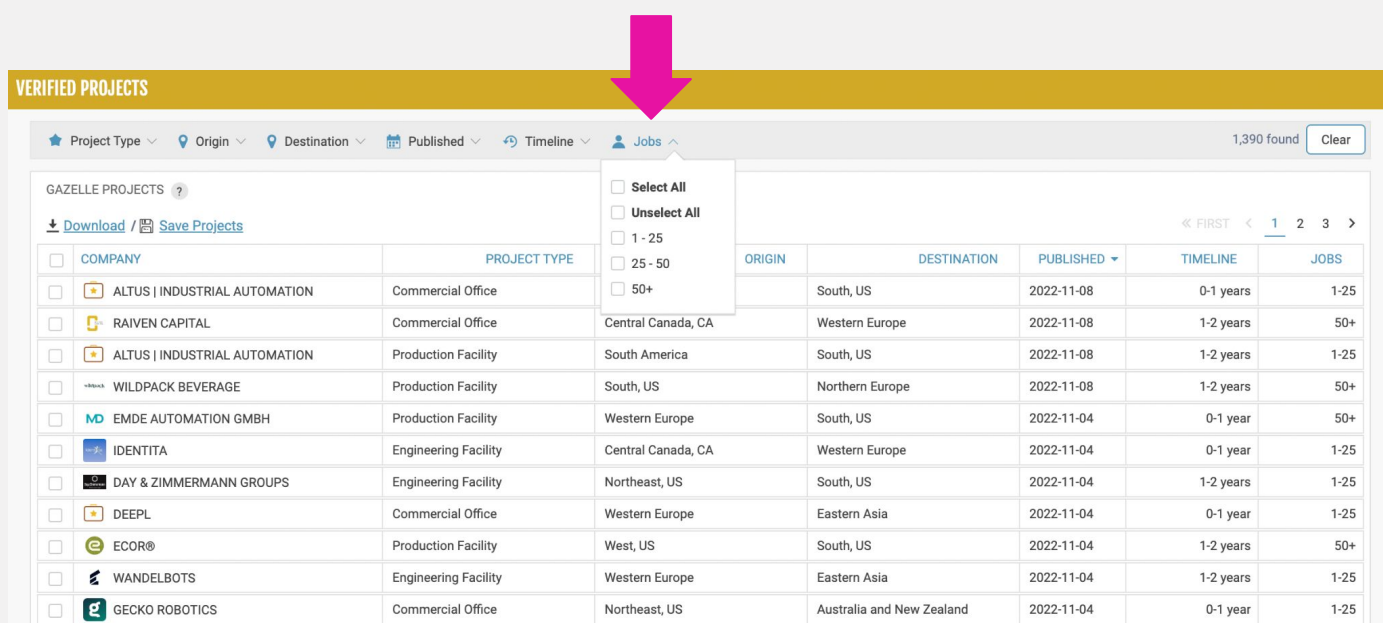
The screenshot displays the 'VERIFIED PROJECTS' section of the Gazelle.ai interface. A pink arrow points to the 'Timeline' filter dropdown menu, which is currently open, showing options: 'Select All', 'Unselect All', '0 - 1', '1 - 2', '2 - 3', '2 - 5', and '3 - 5'. The table below lists various projects with their details.

COMPANY	ORIGIN	DESTINATION	PUBLISHED	TIMELINE	JOBS
ALTUS INDUSTRIAL AUTOMATION	America	South, US	2022-11-08	0-1 years	1-25
RAIVEN CAPITAL	Canada, CA	Western Europe	2022-11-08	1-2 years	50+
ALTUS INDUSTRIAL AUTOMATION	America	South, US	2022-11-08	1-2 years	1-25
WILDPACK BEVERAGE	South, US	Northern Europe	2022-11-08	1-2 years	50+
EMDE AUTOMATION GMBH	Western Europe	South, US	2022-11-04	0-1 year	50+
IDENTITA	Central Canada, CA	Western Europe	2022-11-04	0-1 year	1-25
DAY & ZIMMERMANN GROUPS	Northeast, US	South, US	2022-11-04	1-2 years	1-25
DEEPL	Western Europe	Eastern Asia	2022-11-04	0-1 year	1-25



PROJECT JOBS

Use the **jobs filter** to determine the job capacity needed to complete the project as predetermined by the company



The screenshot displays the 'VERIFIED PROJECTS' section of the Gazelle.ai interface. A pink arrow points to the 'Jobs' filter dropdown menu, which is currently open. The menu options are: Select All, Unselect All, 1 - 25, 25 - 50, and 50+.

The table below shows a list of projects with columns for Company, Project Type, Origin, Destination, Published, Timeline, and Jobs. The 'Jobs' column indicates the number of jobs required for each project.

COMPANY	PROJECT TYPE	ORIGIN	DESTINATION	PUBLISHED	TIMELINE	JOBS
ALTUS INDUSTRIAL AUTOMATION	Commercial Office		South, US	2022-11-08	0-1 years	1-25
RAIVEN CAPITAL	Commercial Office	Central Canada, CA	Western Europe	2022-11-08	1-2 years	50+
ALTUS INDUSTRIAL AUTOMATION	Production Facility	South America	South, US	2022-11-08	1-2 years	1-25
WILDPACK BEVERAGE	Production Facility	South, US	Northern Europe	2022-11-08	1-2 years	50+
EMDE AUTOMATION GMBH	Production Facility	Western Europe	South, US	2022-11-04	0-1 year	50+
IDENTITA	Engineering Facility	Central Canada, CA	Western Europe	2022-11-04	0-1 year	1-25
DAY & ZIMMERMANN GROUPS	Engineering Facility	Northeast, US	South, US	2022-11-04	1-2 years	1-25
DEEPL	Commercial Office	Western Europe	Eastern Asia	2022-11-04	0-1 year	1-25
ECOR®	Production Facility	West, US	South, US	2022-11-04	1-2 years	50+
WANDELBOTS	Engineering Facility	Western Europe	Eastern Asia	2022-11-04	1-2 years	1-25
GECKO ROBOTICS	Commercial Office	Northeast, US	Australia and New Zealand	2022-11-04	0-1 year	1-25



VERIFIED PROJECT BREAKDOWN

Identify key information using the Gazelle.ai project function, including:

- Company name & G-Score
- Overall project summary
- Related industry
- Project origin
- Project destination
- Project type
- Project contacts (people)

The screenshot shows the project details for Raiven Capital. Key information is highlighted with pink arrows:

- Company Name & G-Score:** RAIVEN CAPITAL, project of RAIVEN CAPITAL, with a G-Score of 6.
- Overall Project Summary:** The 'ABOUT' section provides a detailed summary of the project.
- Related Industry:** The 'TRADED INDUSTRIES' table lists '523910 - MISCELLANEOUS INTERMEDIATION' with a G-Score of 6.
- Project Origin:** The 'ORIGIN' field shows the location: 140 Yonge Street, Toronto, Ontario M2R 3V1, Canada.
- Project Type:** The 'PROJECT TYPE' is identified as 'Commercial Office'.
- Project Destination:** The 'DESTINATION' is listed as 'Switzerland'.
- Project Timeline:** The 'TIME LINE' is '1-2 years'.
- Jobs:** The 'JOBS' field indicates '50+'.
- Published Date:** The 'PUBLISHED' date is '2022-11-08'.
- Website:** The 'WEBSITE' is 'raivencapital.com'.

INDUSTRY NAME	G.SCORE
523910 - MISCELLANEOUS INTERMEDIATION	6

SUMMARY	TIME LINE	JOBS	PUBLISHED	ORIGIN
	1-2 years	50+	2022-11-08	140 Yonge Street, Toronto, Ontario M2R 3V1, Canada

DESTINATION	WEBSITE	PROJECT TYPE
Switzerland	raivencapital.com	Commercial Office



CUSTOM NEWS FEED

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Keywords or Companies

Fast Growth × CleanTech × Semiconductor × Add new terms... +

Some Keyword Suggestions

Apple Inc Google AirBnB Aerospace Agri-Innovation Automotive Cannabis FinTech

Construction And Engineering Cybersecurity Defense Drones Electric Vehicles Food Manufacturing

Forestry Life Sciences Biopharmaceuticals Medical Devices Logistics Manufacturing Military

Packaging Plastics & Adhesives Transport & Logistics Virtual Reality



CORPORATE EXPANSION FEED

Why... Oklahoma?
December 05, 2022
Brent Kislring, Oklahoma Department of Commerce, shares how clean energy, central location, and strong workforce set the stage for success in the Sooner State.

Ultium Cells To Create Additional 400 Jobs In Tennessee
December 05, 2022
LG Energy Solution, GM joint venture will invest another \$275 million to expand its battery cell manufacturing plant in Spring Hill, TN adding to the \$2.3 billion initial investment.

Virginia: Building A Green Future
December 02, 2022
A landmark wind energy project, sizable vertical farm, and new LEGO Group Factory powered by green energy are in development.



OUTREACH STRATEGIES

- Maximize the projects function by targeting high-growth companies and crafting detailed and comprehensive outreach strategies destined to the project contacts.
- Use a combination of tailored emails, LinkedIn messages and phone calls to connect with your leads.

Quick Start Outreach Plan				
Day 1	Day 2	Day 3	Day 4	Day 5
Email 1	Email 2 - AM Call 1 - PM	LinkedIn Connection	Email 3 Call 2	Email 4 and Call 3 (leave a voicemail - both in AM)
Day 7	Day 9	Day 10	Day 13	Day 15
Email 5 LinkedIn InMail	Email 6 Call 4	Leave a comment on a LinkedIn post	Email 7	Call 5



OUTREACH STRATEGIES

Examples of messages to send to contacts at expanding companies



Initial message

Good Afternoon Max,



I hope you're doing well today. I'm reaching out as I'd like to help you with the selection process for your new European data center. The region of Lisbon is well-positioned both technologically and from a talent, perspective to help you kick-start that investment. Please call me back at 514-360-9925 and I can explain more about the financial savings, and why Villa Flore Chaves can offer a faster time to market than other





















Follow up



Hi Rob, Now is the time for ExpandWest to action its European data center expansion plans, and my job at Chaves is to ensure you are aware of how ExpandWest can accelerate this growth. I work with organizations like yours as they evaluate the best location for possible expansion and investment. Do you have 10 minutes on {day} or {day} for a quick discussion?

From: Olivia Jobin (ojobin@gazelle.ai)  
To:
Subject: **Lisbon is ready to welcome your next commercial office** Priority ▾

Calibri                  

Hi Mary,



We have noticed the impressive growth of Villa Flore Chaves and believe now is the ideal time to connect and reflect on how the country of Portugal can welcome and support your new commercial office requirements.



















The diverse city of Lisbon offers a large talent pool with lower labor costs than other European countries. The stable regulatory environment and advantageous tax incentives also provide an ideal setting for a new office space or service center.

Do you have 10 minutes next week to connect and learn more about how Portugal can be the new launching pad for your office and the associated investment benefits in Lisbon?

Kindly let me know if you are available [enter date and time].

Best,
Olivia

From: Olivia Jobin (ojobin@gazelle.ai)  
To:
Subject: **Follow up: Lisbon is ready to welcome your next commercial office** Priority ▾

Calibri                  

Good morning, Mary,

I wanted to follow up on my previous email regarding Villa Flora Chaves' commercial office expansion plan and the numerous business opportunities and benefits tied to Lisbon. Besides the initial benefits listed in my previous email, Lisbon is also home to a growing technology hub with its own economic incentives and skilled talent pool. I'd love to connect with you to further discuss this.

I am available next [insert day of the week] if that works with you.

Kind regards,
Olivia

KEY TAKEAWAYS

- Gazelle.ai projects enable you to target fast-growth companies and prospects
- Check into the platform every few weeks to discover new and updated projects
- Build tailored prospects lists based on your location, project type, employment objectives and beyond
- Engage with prospects by crafting a detailed, multi-channel outreach strategy



— QUESTIONS?

Thank you!



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Customer Experience**



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