HUMAN VERIFIED PROJECTS

GETTING THE MOST OUT OF THIS DATA AND HOW TO EFFECTIVELY ACTION IT

GAZELLE.AI

PRESENTED BY:

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AGENDA

1. An overview of how we collect project information including how they are sourced
2. How the G-Score impacts projects
3. Project successes from 2020
4. A walkthrough of our Project function
5. Step-by-step outreach strategies to engage contacts from companies Projects
6. Key benefits and takeaways
7. Q&A

How projects are sourced

- Projects are *confirmed expansion opportunities* published on Gazelle platform
- Starts with identifying *a lead/growth signal* for fast growing companies, globally
- A member of Gazelle or ROI speaks to a C-level executive at the company to *confirm* the lead along with expansion details
- Verified projects are *processed and published* on the Gazelle platform by our data team

EXPANSION DATA

- Company details
- Desired region of expansion
- Proposed time-frame
- Market impact: job creation, facility

HOW PROJECTS ARE UPDATED

- New verified projects are added to the platform on a monthly basis
- Projects data is exclusive to Gazelle.ai subscribers
- The in-house team of market researchers at Gazelle.ai interview thousands of companies per year to discover potential expansion projects and validate companies showing the strongest expansion signals

Project Success Stories

Occasionally we research the status of the projects published on our platform

In researching project success, we look at

- Intended expansion region
- Proposed timeline
- Confirmed expansion details

Despite of slowed economic activity during the pandemic…

- In 2020, 30 Gazelle published projects (and counting!) had successful expansions
- In 2019, 33 Gazelle published projects had successful expansions

PROJECT SUCCESSES

In 2020…

Destination: United States
Project: Data Center
Timeline: 1-2 years

Destination: India
Project: Sales Office
Timeline: 1-2 years

Destination: Canada
Project: New Office
Timeline: 1-2 years

Destination: Canada
Project: New Facility
Timeline: 1-2 years

Destination: United States
Project: New Facility
Timeline: 1-2 years

Destination: United States
Project: New Facility
Timeline: 1-2 years

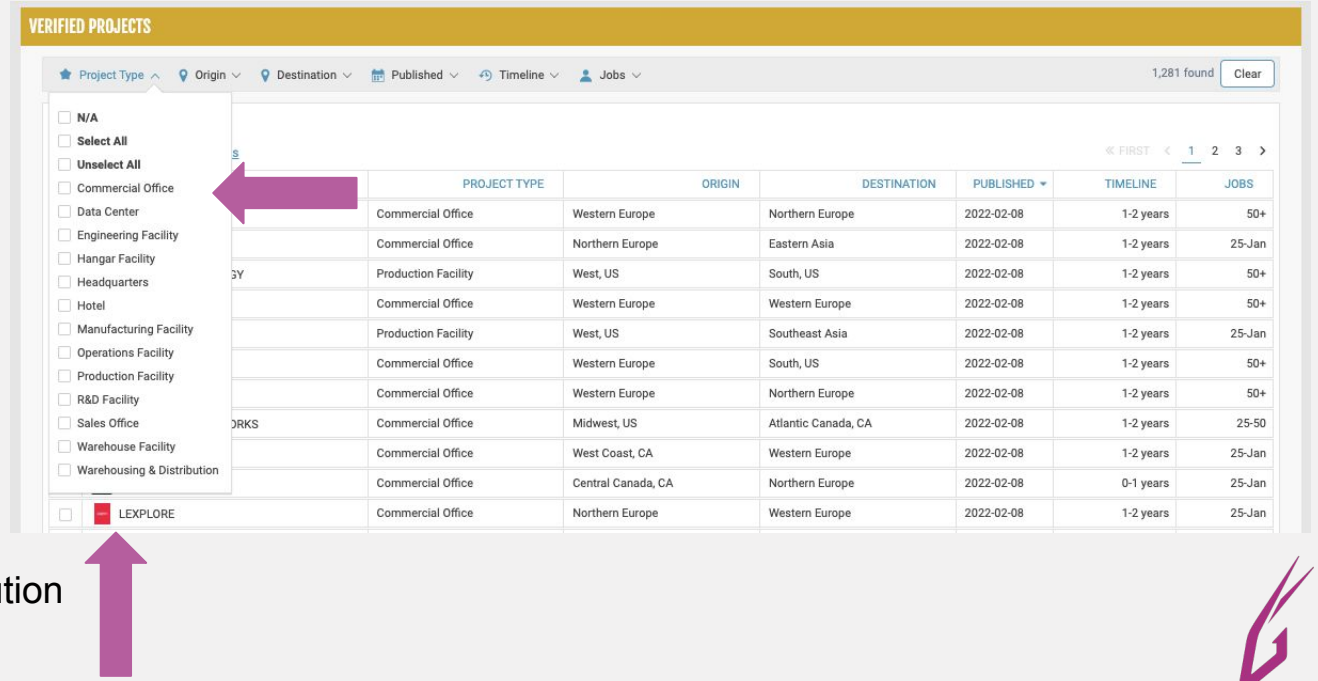
LET'S GET GAZELLE-ING!

A WALKTHROUGH OF THE PROJECTS FUNCTION

PROJECTS TYPES

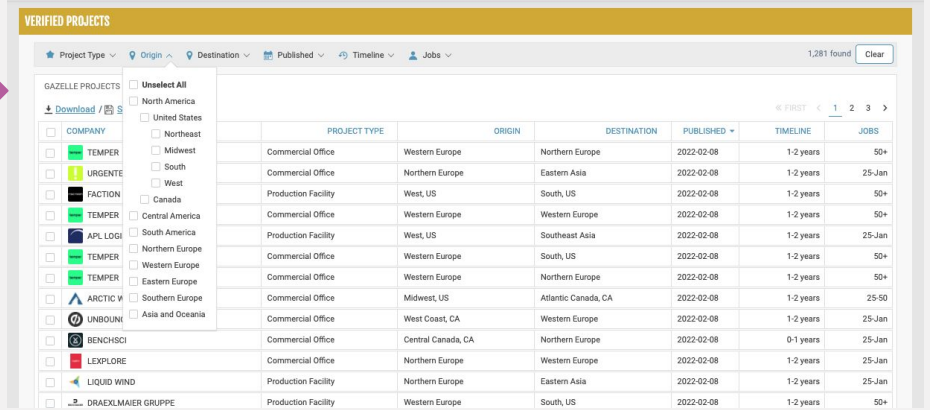
Determine the type of project you are looking for by filtering the different categories listed including:

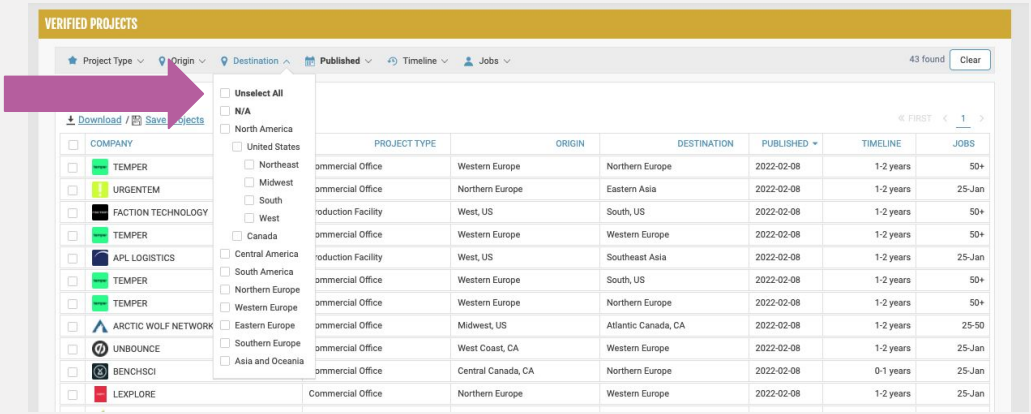
- Data Center
- Sales Office
- Commercial Office
- Production Facility
- Engineering Facility
- Hangar Facility
- Headquarters
- Hotel
- Manufacturing
- Operations Facility
- R&D Facility
- Warehouse Facility
- Warehouse & Distribution



PROJECTS ORIGIN + DESTINATION

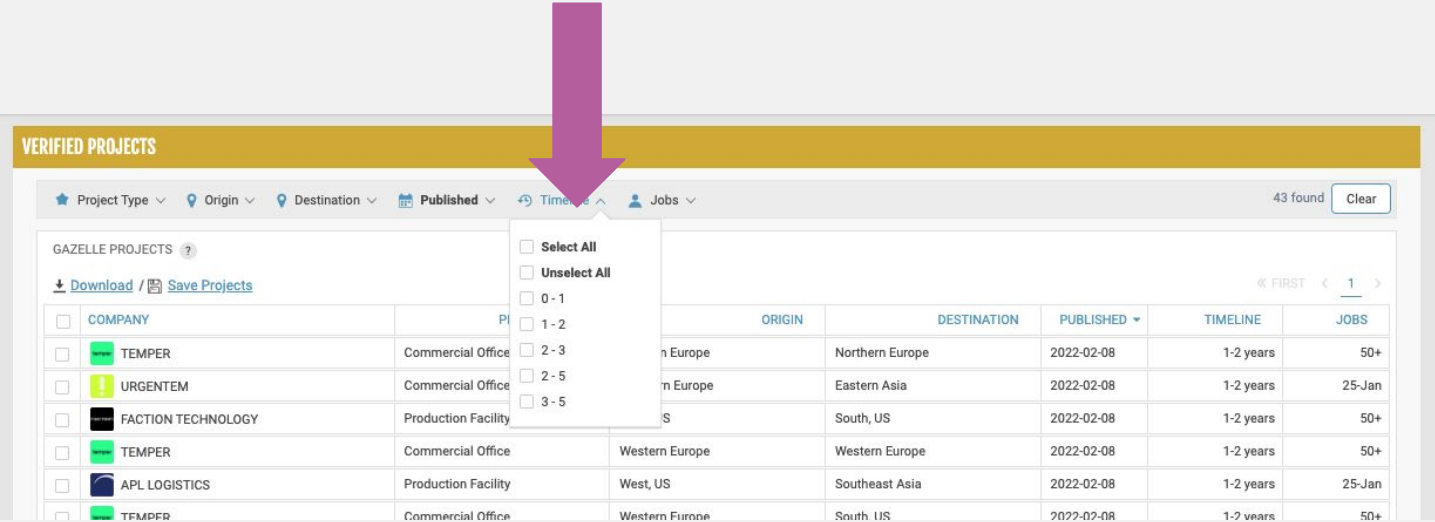
Refine your search by filtering the origin of the project and where the company has determined its destination





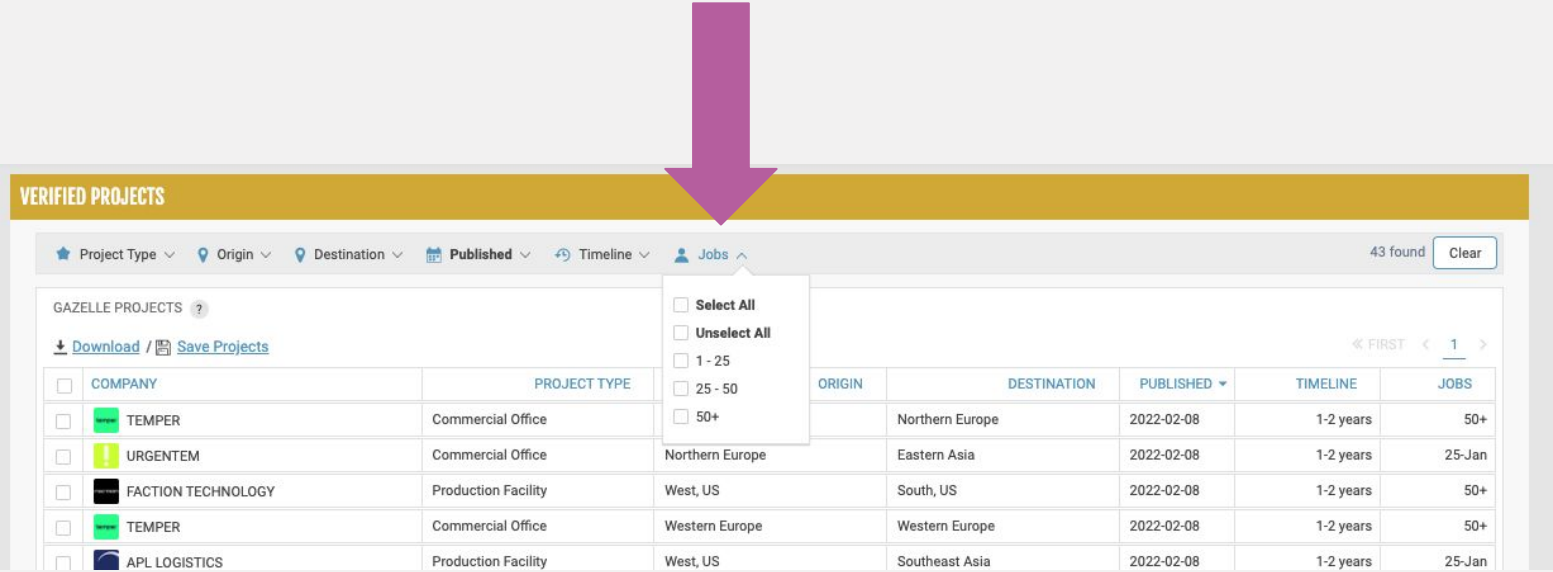
PROJECTS TIMELINE

Refine your search under the projects feature by using the timeline filter, which is determined by the company

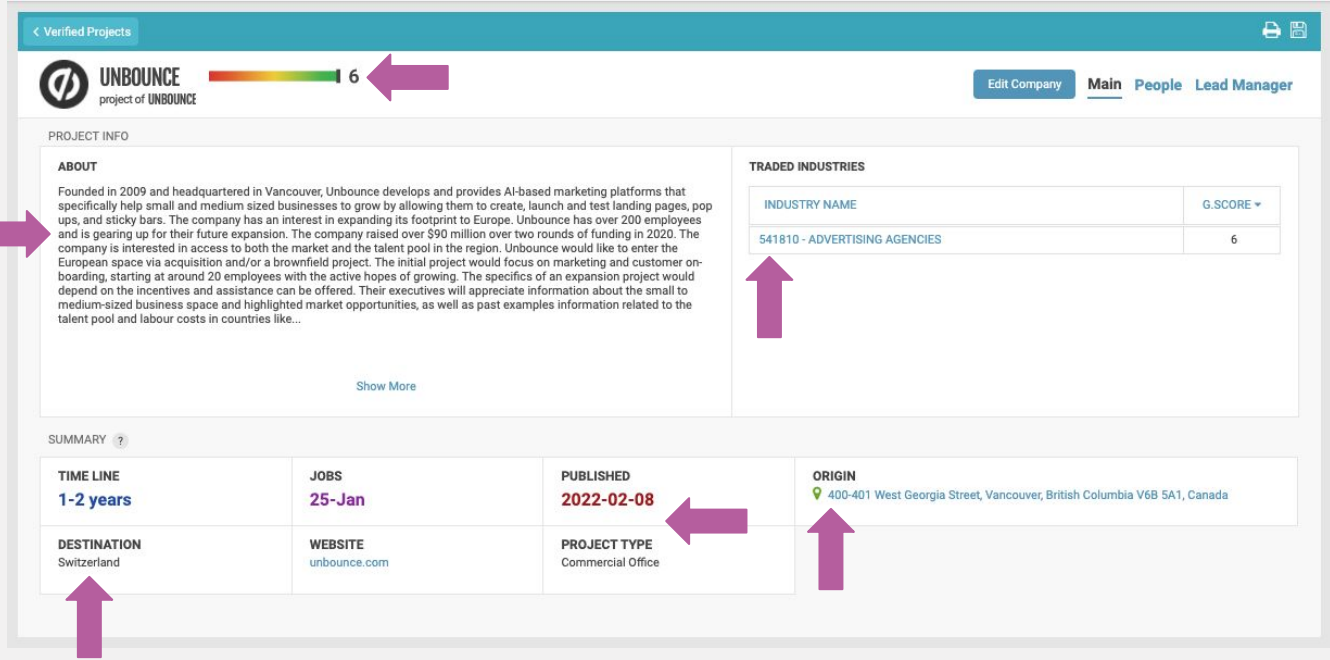


PROJECT JOBS

Using this filter under the projects feature you can determine the job capacity needed to complete the project determined by the company



VERIFIED PROJECT BREAKDOWN



HOW TO IDENTIFY ALL OF THE IMPORTANT INFORMATION WITHIN THE GAZELLE.AI *PROJECTS FEATURE*

OUTREACH STRATEGIES

- Improve the quality of your cold outreach and reduce outreach prep time by more than 75%
- The Gazelle.ai team works to provide you with curated leads with 3 different programs tailored to your specific needs
- Tailored outreach approached via email and Linkedin that you and your team can use to reach out to reach and engage projects contacts

OUTREACH STRATEGIES

- Examples of how we can help you engage with contacts of companies with verified projects

LinkedIn

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

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: Katie Vilaranda (KVilaranda@gazelle.ai)

To:

Cc Bcc

Subject: Lisbon is the ideal region for your next commercial office

Priority

Arial 11

Hi Joel,

We have been following the impressive growth of Villa Flore Chaves and believe now is a great time for us to connect on how the country of Portgual can exceptionally support your new commercial office requirements.

Lisbon offers multilingual, educated professionals with labour costs that are lower than other EU countries. The European time zone, stable regulatory environment, and desirable tax incentives create the ideal location for a new office space or service center.

Do you have 10 minutes next week so that I can connect with you to share more about why our country can help you quickly set up your office and the benefits to investment in Lisbon?

Please let me know if you are available {enter date and time}.

Best,

Katie

From: Katie Vilaranda (KVilaranda@gazelle.ai)

To:

Cc Bcc

Subject: Follow-up: Lisbon is the ideal region for your next commercial office

Priority

Arial 11

Good morning Olivia

I wanted to follow up on my previous email about Villa Flora Chaves' commercial office expansion plans and the opportunities available to elevate your business in Lisbon. In addition to the core benefits, I mentioned in my previous note, we are a centrally located growing technology hub with desirable economic incentives, and a highly skilled, multilingual talent pool. I'd love to explore further with you.

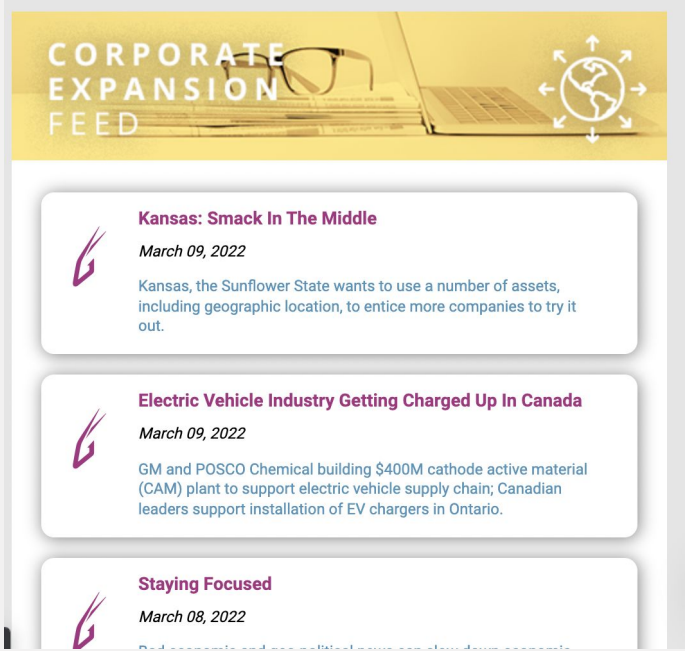
I'm available next {insert day of the week} if that works for you.

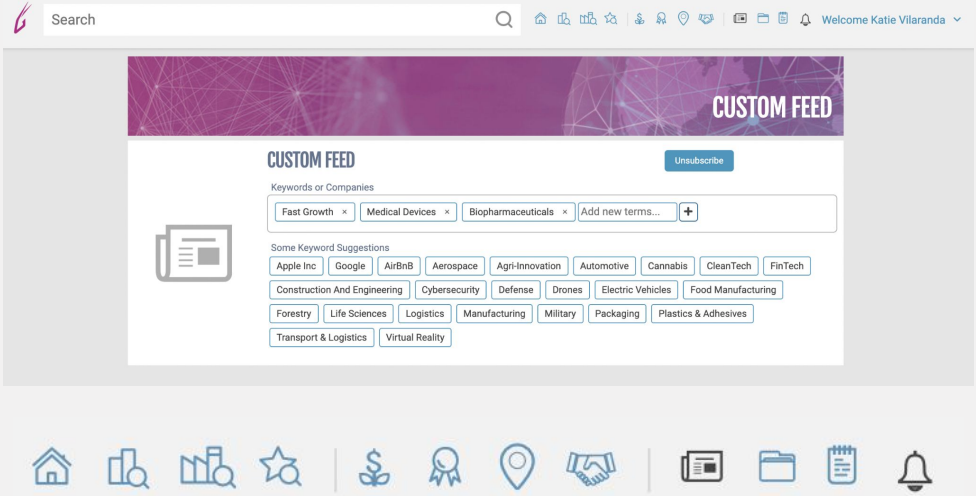
Warm regards,

Katie

CUSTOM NEWS FEED

- Customize your news feed with leads, clients, and keywords specific to your interests
- Tailor your daily inbox newsletter with top industry related headlines





KEY TAKEAWAYS

- The importance of implementing a multi-step outreach strategy when reaching out to company contacts of projects
- The importance of checking into the platform every few weeks for updated projects
- Don’t be afraid to reach out to companies with a G-Score of 4 or 5!
- Our **Research Assistance Program** is available to help you with your outreach!
- Book your refresher training during a 1:1 or group session
- Don’t forget to add your **Gazelle.ai Certified Specialist** digital badge

MARK YOUR CALENDARS

How To Amplify Your Outreach Strategy

Date: April 27th, 2022
Time: 8:30am/11:30am EST

Check your inbox for your invite coming soon!

QUESTIONS?

Thank you!

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