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# **HUMAN VERIFIED PROJECTS**

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

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**PRESENTED BY:**



**Dan Vy Ho**  
Customer Success Manager



**Ekeme Afia**  
Market Researcher



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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**



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## 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



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## 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



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## 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



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## PROJECT SUCCESSES

In 2020...



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



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



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



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



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



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



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**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 Facility
- Operations Facility
- Production Facility
- R&D Facility
- Sales Office
- Warehouse Facility
- Warehouse & Distribution

VERIFIED PROJECTS

Project Type ^ Origin v Destination v Published v Timeline v Jobs v 1,281 found Clear

N/A  
 Select All  
 Unselect All  
 Commercial Office  
 Data Center  
 Engineering Facility  
 Hangar Facility  
 Headquarters  
 Hotel  
 Manufacturing Facility  
 Operations Facility  
 Production Facility  
 R&D Facility  
 Sales Office  
 Warehouse Facility  
 Warehousing & Distribution

LEXPLORE

PROJECT TYPE	ORIGIN	DESTINATION	PUBLISHED	TIMELINE	JOBS
Commercial Office	Western Europe	Northern Europe	2022-02-08	1-2 years	50+
Commercial Office	Northern Europe	Eastern Asia	2022-02-08	1-2 years	25-Jan
Production Facility	West, US	South, US	2022-02-08	1-2 years	50+
Commercial Office	Western Europe	Western Europe	2022-02-08	1-2 years	50+
Production Facility	West, US	Southeast Asia	2022-02-08	1-2 years	25-Jan
Commercial Office	Western Europe	South, US	2022-02-08	1-2 years	50+
Commercial Office	Western Europe	Northern Europe	2022-02-08	1-2 years	50+
Commercial Office	Midwest, US	Atlantic Canada, CA	2022-02-08	1-2 years	25-50
Commercial Office	West Coast, CA	Western Europe	2022-02-08	1-2 years	25-Jan
Commercial Office	Central Canada, CA	Northern Europe	2022-02-08	0-1 years	25-Jan
Commercial Office	Northern Europe	Western Europe	2022-02-08	1-2 years	25-Jan



# PROJECTS ORIGIN + DESTINATION

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



VERIFIED PROJECTS

Project Type ▾ Origin ▾ Destination ▾ Published ▾ Timeline ▾ Jobs ▾ 1,281 found Clear

GAZELLE PROJECTS

Download / Save projects

Unselect All

- North America
  - United States
    - Northeast
    - Midwest
    - South
    - West
  - Canada
    - Central America
    - South America
  - North Europe
  - Western Europe
  - Eastern Europe
  - Southern Europe
  - Asia and Oceania

PROJECT TYPE	ORIGIN	DESTINATION	PUBLISHED	TIMELINE	JOBS
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Production Facility	West_US	Southeast Asia	2022-02-08	1-2 years	25-Jan
Commercial Office	Western Europe	South_US	2022-02-08	1-2 years	50+
Commercial Office	Western Europe	Northern Europe	2022-02-08	1-2 years	50+
Commercial Office	Midwest_US	Atlantic Canada, CA	2022-02-08	1-2 years	25-50
Commercial Office	West Coast, CA	Western Europe	2022-02-08	1-2 years	25-Jan
Commercial Office	Central Canada, CA	Northern Europe	2022-02-08	0-1 years	25-Jan
Commercial Office	Northern Europe	Western Europe	2022-02-08	1-2 years	25-Jan
Production Facility	Northern Europe	Eastern Asia	2022-02-08	1-2 years	25-Jan
Production Facility	Western Europe	South_US	2022-02-08	1-2 years	50+

VERIFIED PROJECTS

Project Type ▾ Origin ▾ Destination ▾ Published ▾ Timeline ▾ Jobs ▾ 43 found Clear

Download / Save projects

Unselect All

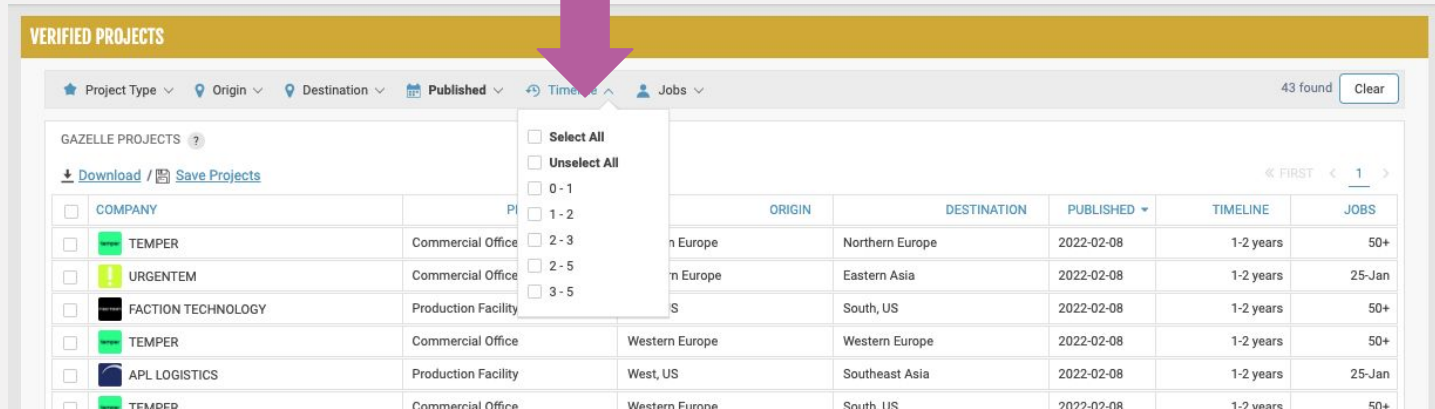
- N/A
- North America
  - United States
    - Northeast
    - Midwest
    - South
    - West
  - Canada
    - Central America
    - South America
  - North Europe
  - Western Europe
  - Eastern Europe
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Commercial Office	Northern Europe	Western Europe	2022-02-08	1-2 years	25-Jan



# PROJECTS TIMELINE

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



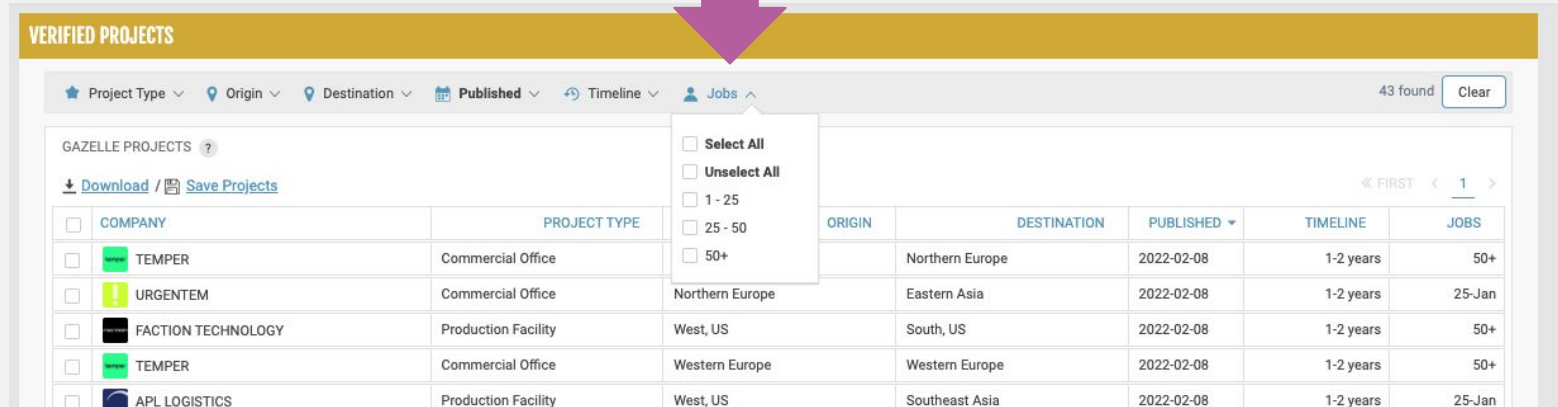
The screenshot displays a web interface for 'VERIFIED PROJECTS'. At the top, there is a navigation bar with filters for Project Type, Origin, Destination, Published, Timeline, and Jobs. A search bar shows '43 found' and a 'Clear' button. Below the navigation bar, there is a section for 'GAZELLE PROJECTS' with a 'Download' and 'Save Projects' option. The main content is a table of projects. A dropdown menu is open over the 'Timeline' filter, showing options: 'Select All', 'Unselect All', '0-1', '1-2', '2-3', '2-5', and '3-5'. The table columns are: COMPANY, ORIGIN, DESTINATION, PUBLISHED, TIMELINE, and JOBS. The table contains several rows of project data.

COMPANY	ORIGIN	DESTINATION	PUBLISHED	TIMELINE	JOBS
TEMPER	Commercial Office	Northern Europe	2022-02-08	1-2 years	50+
URGENTEM	Commercial Office	Eastern Asia	2022-02-08	1-2 years	25-Jan
FACTION TECHNOLOGY	Production Facility	South, US	2022-02-08	1-2 years	50+
TEMPER	Commercial Office	Western Europe	2022-02-08	1-2 years	50+
APL LOGISTICS	Production Facility	West, US	2022-02-08	1-2 years	25-Jan
TEMPER	Commercial Office	Western Europe	2022-02-08	1-2 years	50+



# PROJECT JOBS

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



The screenshot shows a web interface for 'VERIFIED PROJECTS'. At the top, there is a yellow header bar. Below it, a navigation bar contains several filters: Project Type, Origin, Destination, Published, Timeline, and Jobs. The 'Jobs' filter is currently expanded, showing a dropdown menu with options: Select All, Unselect All, 1 - 25, 25 - 50, and 50+. The main content area displays a table of projects. The table has columns for COMPANY, PROJECT TYPE, ORIGIN, DESTINATION, PUBLISHED, TIMELINE, and JOBS. The first row of the table is highlighted in light blue.

COMPANY	PROJECT TYPE	ORIGIN	DESTINATION	PUBLISHED	TIMELINE	JOBS
TEMPER	Commercial Office	Northern Europe	Eastern Asia	2022-02-08	1-2 years	50+
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# VERIFIED PROJECT BREAKDOWN

**UNBOUNCE** project of UNBOUNCE 6

**PROJECT INFO**

**ABOUT**  
Founded in 2009 and headquartered in Vancouver, Unbounce develops and provides AI-based marketing platforms that specifically help small and medium sized businesses to grow by allowing them to create, launch and test landing pages, pop ups, and sticky bars. The company has an interest in expanding its footprint to Europe. Unbounce has over 200 employees and is gearing up for their future expansion. The company raised over \$90 million over two rounds of funding in 2020. The company is interested in access to both the market and the talent pool in the region. Unbounce would like to enter the European space via acquisition and/or a brownfield project. The initial project would focus on marketing and customer on-boarding, starting at around 20 employees with the active hopes of growing. The specifics of an expansion project would depend on the incentives and assistance can be offered. Their executives will appreciate information about the small to medium-sized business space and highlighted market opportunities, as well as past examples information related to the talent pool and labour costs in countries like...

[Show More](#)

**TRADED INDUSTRIES**

INDUSTRY NAME	G.SCORE
541810 - ADVERTISING AGENCIES	6

**SUMMARY**

<b>TIME LINE</b> 1-2 years	<b>JOBS</b> 25-Jan	<b>PUBLISHED</b> 2022-02-08	<b>ORIGIN</b> 400-401 West Georgia Street, Vancouver, British Columbia V6B 5A1, Canada
<b>DESTINATION</b> Switzerland	<b>WEBSITE</b> unbounce.com	<b>PROJECT TYPE</b> Commercial Office	

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

The graphic features a dark purple background with a network of white lines. At the top, the text 'Research Assistance' is in white, with the 'GAZELLE.AI' logo to its right. Below this are three white rounded rectangular boxes. The first is labeled 'CAMPAIGN READY LIST', the second 'CURATED LEADS', and the third 'QUICK START OUTREACH'. A red ribbon with the text 'HIGHEST IMPACT' is positioned over the top right corner of the 'QUICK START OUTREACH' box. A wide purple banner across the middle contains the text 'CONTACT THE CUSTOMER SUCCESS TEAM FOR MORE INFORMATION ON OUR NEW RESEARCH ASSISTANCE PROGRAM' in white. Below the banner are three white rounded rectangular boxes, each containing a description of a program. The first is titled 'Ideal for large email driven campaigns' and lists three bullet points. The second is titled 'Ideal for teams who want to have a regular influx of new curated leads' and lists five bullet points. The third is titled 'Ideal for teams who want to maximize outreach effectiveness and efficiency' and lists four bullet points. At the bottom left, there is small white text: 'All content will be provided via an Excel Spreadsheet or Word Document depending on offering. Requires a standard Gazelle.ai license for at least 1 user. \*Minimum 3-month subscription.'

### Research Assistance

GAZELLE.AI

HIGHEST IMPACT

#### CAMPAIGN READY LIST

#### CURATED LEADS

#### QUICK START OUTREACH

**CONTACT THE CUSTOMER SUCCESS TEAM FOR MORE INFORMATION ON OUR NEW RESEARCH ASSISTANCE PROGRAM**

*Ideal for large email driven campaigns*

- Includes up to 725 companies per month
- Build a campaign ready list based on 1 set of criteria
- At least 1 senior level verified email address

*Ideal for teams who want to have a regular influx of new curated leads*

- Includes 50 companies per month
- Every lead is verified and vetted by our research team
- Leads identified in any of your areas of interest
- At least 1 senior level verified email address
- Add bundles of 50 for \$400/month

*Ideal for teams who want to maximize outreach effectiveness and efficiency*

- Includes 50 companies per month
- Conversation starters based on our proven approach to cold outreach
- Personalized templates for 3 emails, 1 voicemail and 1 LinkedIn message per company
- Add bundles of 50 for \$700/month

**Improve cold outreach results and effort by more than 75%**

All content will be provided via an Excel Spreadsheet or Word Document depending on offering. Requires a standard Gazelle.ai license for at least 1 user. \*Minimum 3-month subscription.



# OUTREACH STRATEGIES

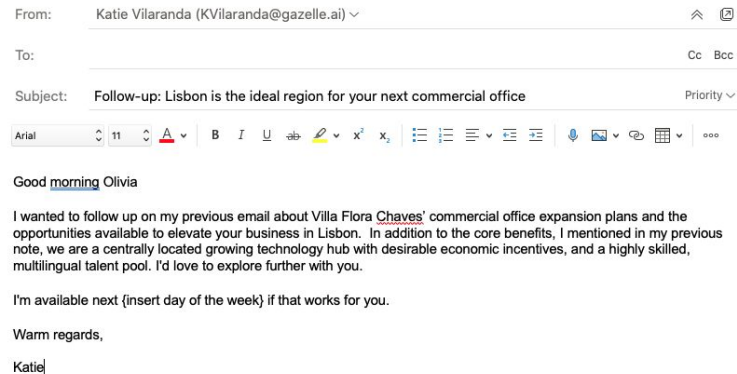
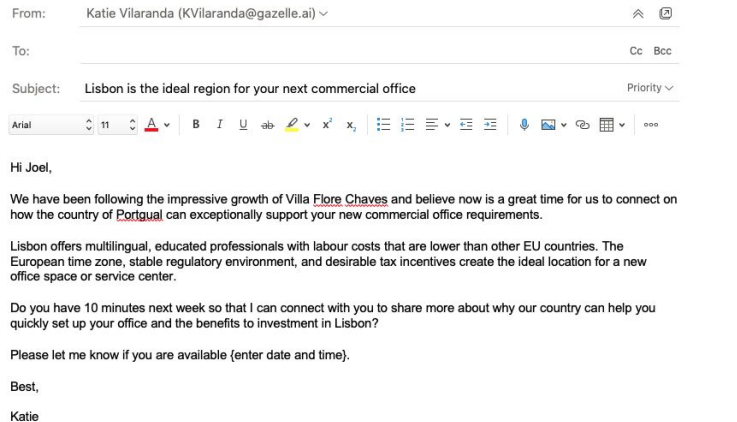
- Examples of how we can help you engage with contacts of companies with verified projects



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?



# 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

**CORPORATE EXPANSION FEED**

**Kansas: Smack In The Middle**  
March 09, 2022  
Kansas, the Sunflower State wants to use a number of assets, including geographic location, to entice more companies to try it out.

**Electric Vehicle Industry Getting Charged Up In Canada**  
March 09, 2022  
GM and POSCO Chemical building \$400M cathode active material (CAM) plant to support electric vehicle supply chain; Canadian leaders support installation of EV chargers in Ontario.

**Staying Focused**  
March 08, 2022

Search

**CUSTOM FEED** [Unsubscribe](#)

Keywords or Companies

Fast Growth x Medical Devices x Biopharmaceuticals x Add new terms... +

Some Keyword Suggestions

Apple Inc Google AirBnB Aerospace Agri-Innovation Automotive Cannabis CleanTech FinTech

Construction And Engineering Cybersecurity Defense Drones Electric Vehicles Food Manufacturing

Forestry Life Sciences Logistics Manufacturing Military Packaging Plastics & Adhesives

Transport & Logistics Virtual Reality

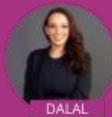




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## KEY TAKEAWAYS

- 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



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**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!*



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**QUESTIONS?**

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# Thank you!



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