The Future of Investor Relations

Markers is a SaaS collaboration platform that enables investor relations officers at publicly listed companies to win shareholders and comply with industry regulations. Markers will be the de–facto investor relations platform for every publicly listed company.

Contact Us

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THE PROBLEM

The transfer of information from public companies to their shareholders - the backbone of capitalism - is broken.

Investor relations' most relevant information is 'trapped' in word documents, spreadsheets, stored on flat file directories, in regulatory filings, physical notebooks and email inboxes, making it difficult to access and utilize. As a result of this disjointed process:

- Investor Relations Officers waste hundreds of hours each year searching for information
- Companies are often fined by the SEC for selectively disclosing non-public information
- Companies forgo the 20% valuation premium awarded to best in class IR

THE MARKERS SOLUTION

Markers streamlines very specific Investor Relations workflows. It streamlines the process of gathering internal information by enabling IR officers to collaborator with their internal content experts (those in finance, accounting, sales etc).

Markers aggregates all IR relevant info from both internal and external data sources, organizes into a structured and consistent format, and allows IR to drag and drop the information into new communications, and then distribute it directly to investors, all from a single source. It saves IR professionals 10's of hours per week, produces an audit trail of communications for compliance purposes, and enables a broader, more personalized conversation with investors. Before Markers, the only means a company had to increase their investor outreach while maintaining the required compliance and controls was to hire more people.

Markers is the only IR workflow solution selling into this multi-billion dollar market.

MARKET SIZE

There are ~43,000 publicly listed companies globally. Initially, we are focussed on the roughly 17,000 companies in the US, Canada, Europe, and Australia, representing a $450MN target market.

We intend to develop a complimentary product for institutional investors which will allow them to 'follow' and engage with the companies in their portfolios directly from our platform. Worldwide there's a $4bn market for our services. The ability to directly network companies and investors has network benefits that disintermediate billions more.

COMPETITORS

IR is technologically underserved. Companies like NASDAQ, IPREO, BLOOMBERG, and Q4 all sell data platforms / CRM into the IR space. Our software is distinguished in that it focuses on an IR officers highest areas of engagement - their internal data - while most are data distributors.

"Before Markers, the only way for IR to scale investor outreach and maintain regulatory compliance was to hire more people"

"MARKERS WAS BORN FROM MY PERSONAL FRUSTRATION DURING MY TIME AS HEAD OF IR FOR UBS AND DEUTSCHE BANK. OUR DATA MANAGEMENT PROCESS PUT US AT RISK OF REGULATORY BREACHES AND AT A DISADVANTAGE IN COMPETING FOR INVESTORS"

TRACTION / GOTO MARKET

8 companies are currently using Markers. We sell 1 subscription per company that renews annually. Our annual recurring revenue model is protected by high switching fees. Initial product pricing is between $10 - $35K per year.

Trade organizations, such as the National Investor Relations Institute (NIRI), are key channels to market. These organizations offer access to IR professionals through speaking engagements, exhibitor opportunities, and blog posts. Their membership can be targeted through email campaigns, and success stories can be shared through word of mouth at local chapter meetings.

We've built a highly scalable platform which will be distributed, in real time over the internet. To that end, we're developing a content lead strategy focussed on investor relations thought leadership.
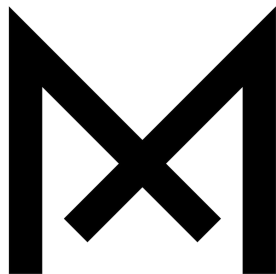
MARKERS

TEAM

Reginald Cash (Founder, CEO) spent over 10 years in IR. He was formerly the head of IR at UBS and Deutsche Bank He graduated from Columbia University with a B.A in Economics and Sociology.

Sashi Kolli (CTO) has over 20 years of enterprise engineering experience. He's engineered solutions for Flashline, BEA, Oracle.

Andrew Toelle (Lead Developer) 20 years of development experience at Landes BioSciences and WholeFoods