



**STRATEGIC  
CONSULTING**

**INFORMATION  
MARKETING**

# SWI - Strategic Success Partner

## DEDICATED TO YOUR SUCCESS



Many innovative public companies, small start-ups, and established veterans alike often need help implementing their business plans and improving stock performance due to a lack of financial resources, expertise, and market awareness. Establishing a solid market presence as a public company, executing an innovative plan, and maintaining consistent progress requires experience and effective professional support. To "Rise above the Noise" and enhance market awareness of the company's products and stock, specific market expertise, the right tools, and a strategic partner dedicated to your success are essential.

StockWatchIndex (SWI) is this partner. It is an experienced and intimately connected corporate consulting and information marketing firm ready to establish and maintain your market presence. SWI will execute an innovative plan and conduct consistent awareness campaigns utilizing its wide range of well-established marketing channels.

### Stringent Selection Criteria

SWI conducts in-depth due diligence, following its stringent selection criteria, and only accepts a limited number of clients to provide custom-tailored, best-in-class services. SWI utilizes longstanding personal relationships in the financial industry, drawing from a proprietary, narrowly focused database of financial institutions and investors. SWI has a broad outreach on the social networks that investors use today.

### Early-Stage Assistance

While many of the nation's investor relations executives have dedicated their careers to working with established companies with established institutional investor followings, SWI focuses on micro-cap companies that need early-stage assistance and require more exposure to retail, institutional, and IB investors.

### SWI - Strategic Partner

StockWatchIndex offers its clients a unique combination of strategic counsel, capital introductions, and market awareness campaigns. Each of SWI's associates and strategic partners

understands how to foster and incubate companies in their early development stages. Based on its many years of experience across every conceivable industry and sector, SWI offers its clients a unique blend of strategic thinking, market intelligence, and professional contacts, enabling them to compete for mind share and gain market exposure.

### Path of Experience

SWI and its associates have longstanding contacts in the small-cap marketplace and always creates an advantageous deal structure that establishes a vested interest in its clients' success. SWI has become a trusted resource for its corporate clients and portfolio managers, retail brokerages, and investment bankers nationwide to present early-stage investment opportunities for companies with a solid business model and a good chance of success. SWI understands how to drive the experience from information and communication to investment.

### The SWI Team

Our team has decades of experience and close personal and long-standing relationships with critical opinion and decision-makers in the financial markets. SWI has longstanding working relationships with investors and individuals. We work with institutions and individuals who are early adopters and consistently invest in promising new companies we represent. We have a network of strategic partners who disseminate information, carefully targeting critical opinion, decision-makers, and individuals who have been strategically aligned and invested alongside us for decades.

## MARKET AWARENESS

### Highly Qualified Target Groups

Our multi-level business consulting and market awareness programs target a carefully selected and well-established network of qualified brokers, funds, boutique investment banks, retail investors, institutional investors, opinion makers, and analysts. Through multi-faceted programs that generate high client awareness, SWI focuses on highly qualified investment firms and individuals. SWI uses a custom-tailored approach for every client program that goes far beyond the typical mass-produced "flash-in-the-pan" campaigns. SWI sets mid-and long-term objectives, utilizing its powerful, long-established, and proprietary resources for the benefit of its clients, including:

- Longstanding, personal working relationships with top contacts in the financial industry.
- State-of-the-art and organically grown database of highly qualified brokers/investment bankers and

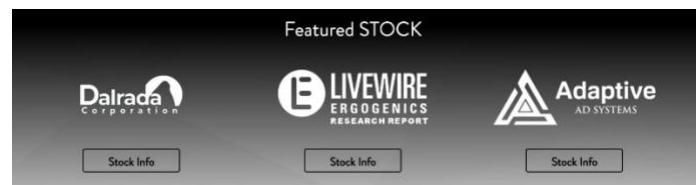
# MARKET PENETRATION

- individual investors who consistently invest in small public companies alongside SWI.
- A marketing network of strategic partners in investment firms, small-cap publications, newsletters, and online forums. It is all about teams.
- Extensive “Social Outreach Programs” utilizing SWI’s strategic partner StockWatchIndex’s broad user base on social networks, financial news, and highly trafficked investment sites.
- SWI clients are distinguished from the small-cap and micro-cap market competition by a vast resource of highly effective investor relations affiliate programs that break through the market clutter and create top-of-mind awareness.

- Professionally written analyst reports.
- Financials page.
- News page and archive of press releases, press coverage, and white papers.
- Optional Media page including videos, radio interviews, and other media on request.

All pages and publications will be customized to meet the client’s specific conditions and goals. The same elements will be used in our email blasts, social media outreach campaigns, analyst reports, and partner publications.

## STOCKWATCHINDEC.COM



## CUSTOM TAILORED SOLUTIONS

No standard template campaigns. SWI provides solutions custom-tailored to our client’s market positions and individual requirements.

- Conduct in-depth financial analysis of client business.
- Conduct management interviews.
- Discuss and establish a “Roadmap of Success Doctrine” with top management.
- Research industry and peer comparison.
- Utilize close relationships with investment bankers, institutional and private investors, and brokers/dealers.
- Identify lead investment banks for fundraising!
- Position clients in front of the right decision-makers!
- Provide experienced legal advice through affiliated legal counsel!
- Acquisition research and support
- Capital Formation
- Non-deal roadshow

## MATERIAL

SWI/SWI create and maintain industry-specific newsletters, websites, and landing pages on the SWI, StockWatchIndex, and SWI Research websites to present your company and its most vital features.

- Feature your company on the SWI home page “Featured Articles” with a complete company profile as well as continuous updates of all relevant information, including:
- Professionally written and presented company profile.

Home Research Reports Services Featured Stocks Video Reports Alliances About

## SERVICES

- Equity Research
- Publish on StockWatchIndex and Financial Partner Sites
- Company Video Reports and CEO Interviews
- Distribute via SWI Proprietary Data Base and SWI Social Network

Write Publish Distribute

# SWI Research Reports

- Download Dalrada Corporation, Inc. (OTCQB:DFCO)
- Download LiveWire Egogenics, Inc. (OTC:LWVV)
- Download Diego Pellicer Worldwide (OTCQB:DPWW)
- Download Adaptive Ad Systems
- Download Ocean Thermal Energy Corporation (OTCQB:CPWR)
- Download LiveWire Egogenics, Inc. (OTC:LWVV)
- Download biotricity #2 (OTCQB:BTCY)
- Download Hemisphere Biopharma (NYSE:HEB)
- Download Medical Imaging Corp (OTC:MEDD)
- Download Pressure BioSciences (OTCQB:PBIO)
- Download Bion Environmental Technologies (OTCQB:BNET)
- Download MWC Energy Group TSX-V: MCW
- Download biotricity #1 (OTCQB:BTCY)
- Download Cellular Biomedicine Group (NASDAQ:CBMG)
- Download Caladrius BioSciences (NASDAQ:CLBS)
- Download Cannalink, Inc. (OTC:CNLK)
- Download Immune Pharmaceuticas (NASDAQCM:IMNP)
- Download VG Life Sciences OTC:VGLS

SWI and SWI Research will create a two-- to three-page “impact research report” or a more detailed report on your company to improve market awareness and attract targeted investors. We will use the same elements in our e-mail blasts, websites, and social media outreach programs.

## SAMPLE RESEARCH REPORT

**BION** StockWatchIndex Research Report OTCQB: BNET

Major Threat to Oceans

The New Orleans Commission report in 2003 identified animal feedlots as a “major threat to our oceans” and more than 50 major studies have examined the impacts of nutrients on watersheds and their estuaries, both in the U.S. and globally. In 2003, the US EPA began referring to excess nutrients as “the greatest water quality problem in the U.S.”

Bion Environmental Technologies, Inc. has developed patent the cost-effective, direct treatment of livestock waste, while and before it contaminates air, soil, aquifers and downstream nology platform can provide tremendous savings in the water ter costs, as well as dramatically reduce greenhouse gases

**Bion Patented Technology**

Bion technology simultaneously delivers improved efficient protein production facilities through byproduct recovery an duction. Bion’s next generation technology platform substal of byproducts that are recovered from the waste stream, in gy and a natural nitrogen-rich fertilizer product. Bion began generation platform in 2016. The company believes that the duced by its technology platform will be certified for use in:

By radically reducing a facility’s environmental footprint, the potential for expansion of existing operations, otherwise no regulations. It will also allow the development of new facilt that were previously impossible, providing substantial imp resource efficiencies. These verifiable improvements provid be branding – a direction the industry is already moving to rapid narrowing of the regulatory enactment and increase

**THE MARKET ESTIMATED AT \$100 BILLION**

The clean water sector represents over \$100 billion in annual U.S. spending and is consistently growing. Additional large-scale solutions to several other pressing environmental and public health issues present an increasingly attractive investment opportunity.

The \$150 billion per year animal-protein production industry – dairy, meat and egg production market requires consistently improving practices and efficiencies, requirements that can be met by Bion’s patented technology platform.

**FEDERAL CREDIT EXPANDS BION MARKET POTENTIAL**

In June 2010, the Agriculture, Energy and Forestry Act of 2010, was introduced in the U.S. House Ways and Means Committee on Small, Science and Technology. The Act, if enacted, will allow biogas properties and qualified energy recovery recovery properties to be eligible for the federal energy related 20% Investment Tax Credit (ITC) and to permit new clean renewable energy bonds to finance qualified biogas properties.

**CHESAPEAKE BAY**

Pennsylvania is in default of its Chesapeake Bay environmental obligations and faces significant sanctions in 2017. A bipartisan PA Legislative Budget and Finance Committee report demonstrated that competitive bidding, as used in all levels of government, would provide up to \$1.5B in annual savings to PA taxpayers. Bion is a proponent of competitive bidding and is proud to own two companies that will be able to provide cost-effective solutions at scale.

**“THIS IS A GAME CHANGER”**

**BION Waste Treatment**

Energy Production Organic Fertilizer  
Renewable Natural Gas Stable Nutrients  
Livestock Waste → BION Waste Treatment And Facility → Clean Water

**BENEFITS**

- Cost effective nutrient removal/recovery
- Greatly reduced GHG and ammonia emissions
- Low odor & reduced VOC emissions
- Recovering nutrients from the source, rather than entering the environment
- Largely eliminates pathogens in waste stream
- Large Federal Investment Tax Credits have been proposed in Congress
- Bion technology will save Federal, State and local taxpayers billions

**OPPORTUNITIES**

- Installation of Bion systems to retrofit and environmentally remediate existing CAFO’s to reduce nutrient releases, gaseous emissions, pathogens and other compounds, in order to clean the air and water in the surrounding areas to comply with regulations and to permit herd expansion.
- Development of new projects within the United States and internationally, supported by State and Federal government.
- Licensing and/or joint venturing of Bion’s technology and applications outside North America.

These opportunities each require substantial political and regulatory (Federal, state and local) efforts on the part of the Company. A substantial part of Bion’s efforts are focused on such political and regulatory matters. The most intense focus is currently on the requirements for the clean-up of the Chesapeake Bay faced by the Commonwealth of Pennsylvania. The Company believes that the use of Bion’s technology platform will be the preferred choice as an efficient and cost-effective alternative to a far more expensive nutrient removal downstream in storm water projects.

## KEY BENEFITS

- Complete focus on your specific needs, your company’s industry segment, and its potential investors
- Consistent engagement and communication with Clients via personal meetings, e-mail, and telephone calls
- Creation and distribution of a credible public image of the Company
- Target investors in our proprietary database who invest in your industry segment.
- Allows time-conscious investors to conveniently gather the information they need to invest in one place.
- Utilization of a large user base on the most critical Social Networks for investors

## GROW YOUR SOCIAL MEDIA PRESENCE IF YOU WANT TO BE HEARD

To rise above the noise, you must have a solid and consistent social media presence. SWI/SWI has grown its social media following to include many dedicated Facebook fans, and its Twitter, G+, and LinkedIn followers continue to expand daily.

### Consistency

During the engagement, SWI/SWI will regularly disseminate information regarding important client updates. This includes press releases, financial statements, milestone events, and management guidance, which will be published in its widely read Newsletter and Social Networks. SWI is an intimately connected team and has a large following with the following social media outlets:

#### SAMPLE NEWSLETTER



### Dalrada Corporation Announces the Opening of its Heat Pump Showroom in Las Vegas

*Company's advanced climate technology will be on display at new facility to highlight the extended capabilities of its heat pumps*

SAN DIEGO, CA – JULY 18, 2023 – Dalrada Financial Corporation (OTCQB: DFCO, "Dalrada"), a progressive company focused on environmental innovations to mitigate the negative impacts of climate change announced today the opening of a new showroom and demonstration room in Las Vegas, Nevada, to provide an exclusive opportunity to see the company's revolutionary heat pumps in action.



Dalrada Climate Technology heat pumps address the immediate global need for heating and cooling without combustion or the burning of fossil fuels. These heat pumps are the ideal replacement for traditional outdated water heaters, steam boilers, cooling towers, and chillers.



DALRADA MEDIA CONTACT  
Michael Eslinger  
meslinger@dalrada.com

MARKET AWARENESS  
Stockwatchindex,  
[www.stockwatchindex.com](http://www.stockwatchindex.com)  
rpoertner@stockwatchindex.com.com

Please feel free to redistribute the reports to your friends and colleagues.

See us on Social Media



## KEEP THE MARKET INFORMED

THE SWI WEB SITE

THE SWI NEWSLETTER

THE SWI RESEARCH WEB SITE

SWI'S SOCIAL MEDIA PRESENCE

STRATEGIC PARTNERS SITES AND NETWORKS

## THE SWI NETWORK

### PERSONAL CONNECTIONS MATTER

In contrast to most other firms, SWI's principles and team members will frequently communicate with large investors, brokers, and financial institutions with which they have frequently worked before. The process begins with personal meetings between the company's top management and the SWI team to establish a clear evaluation of the company's current position and potential.

SWI will generate a "Roadmap of Success Doctrine" for client review and approval based on the information gathered in these communications. SWI will then utilize its proprietary subscriber database and longstanding personal relationships to continuously convey important client updates to a specifically targeted group of investors and the general marketplace. SWI will assist in creating all materials necessary to present the company ultimately to the target groups:

- Business Strategy Documents
- Press Releases
- Financial Statements
- Corporate Filings
- Milestone events or updates
- Audio & Video Interviews
- Social Network Interactions
- Investor Feedback control
- E-Mail Campaigns
- Social Media Campaigns
- Existing shareholder communication

## **BROAD SOCIAL MEDIA PRESENCE**

**DMC is intensely focused on Social Media Networks.  
It has homogeneously built a solid and sizeable loyal following  
on critical and highly trafficked networks.**

Compared to traditional advertising methods (print), promoting stock through the SWI Social Media Network is significantly more effective, close to real-time, and less expensive. You can reach a customized large audience without outrageous budgets. SWI social media can produce concise market sentiment analysis, gauge investors' opinions and reactions, and adapt strategies based on public perception.

## **THE SWI SOCIAL MEDIA NETWORK**



**120,000 FOLLOWERS ON SWI FACEBOOK**

**15,000 FOLLOWERS ON X**

**30,000 DOUBLE-OPT-IN SUBSCRIBERS ON SWI NEWSLETTER**

**2,500 HAND-SELECTED FOLLOWERS ON LINKEDIN**

**HIGH-FREQUENCY SWI WEBSITE**

**HIGH-FREQUENCY SWI RESEARCH WEBSITE**

## **YOUR INVESTMENT COMMUNITY**

SWI will regularly provide the client with feedback from the investment community regarding corporate actions and announcements. Upon the conclusion of each campaign and communication, we will solicit detailed feedback from the meeting/call the participant(s) and provide an analysis of investor feedback.

## **BEST IN CLASS**

Clients get "Best-In-Class" service from a firm with unparalleled dedication to its clients and longstanding personal relationships with opinion-makers and decision-makers in the center of the investment community. SWI has a far-reaching digital footprint in the US and European financial markets and within the Social Networks frequented by investors today. At the core of its operations are advice on every possible business aspect and strategy, personal attention, and complete dedication to clients and their success.

# Campaign Outline

## Campaign Term 12 Months

### MONTH 1

- Meet with management and their representatives to analyze the business model and positioning.
- Review Company material.
- Discuss and scope out ideas for the *"Roadmap of Success Doctrine."*
- Develop the roll-out strategy for activities.
- Update or advise on updating collateral materials (Presentations) if required.
- Obtain NOBO shareholder list for preparation of direct mail and e-mail campaigns (Client)
- Research of public material.
- Creation of landing pages on SWI and StockWatchindex.com.
- Generate CEO shareholder letter.
- Generate research report #1.
- Begin rollout of material (e-mail/snail mail) and generate interest in stock.
- Introductory E-Mail Blasts to SWI proprietary Data Base.
- Inclusion in SWI Newsletter.
- Presentation on partner networks.
- Presentation on associated financial services web pages and social media.
- Press Releases distributed via SWI Newsletter and Social Network.
- Twitter rollout
- Facebook rollout
- LinkedIn rollout

### MONTH 2

- Explore and set up cluster group conference calls with the CEO.
- Identify and establish a schedule for the company to attend "financial conferences."
- Assist in capital formation.
- Analysis of deal structures.
- Continue communication with a targeted list of brokers/analysts/money managers.
- Follow-up Research Report 2

### MONTH 3

- Review of the Campaign with company management
- Continue to assist in capital formation.

- Analysis of deal structures
- Update campaign strategy Investor targeting and “Non-Deal” roadshows.
- Follow-up (adjust) on the “*Roadmap of Success Doctrine.*”

#### **MONTH 4 - 12**

- Continue to assist in capital formation.
- Analysis of deal structures
- Shareholder research, targeting, and analysis.
- Identify trading obstacles.
- Explore & research M&A opportunities.
- Institutional and Retail Targeting.
- Continue to explore Market Maker relationships.
- Industry conference targeting.

#### **OPTIONAL SERVICES**

- Private Investor Meetings New York, Los Angeles, San Francisco, and Florida.
- Radio, Video, and TV Interviews.
- Investor meetings are held in Los Angeles, New York, and Boca Raton.
- Financial Conference Presentations.

The client will provide all the information used in SWI's generation of the marketing materials, which will be assimilated from publicly available information about the company. The client will also approve the final versions of all materials for distribution. The sequence and timing of the individual action items can and will be rearranged depending on the company's development, the degree of its existing market presence, share price, and the requirement for additional funding.



# SWI CLIENTS



## SWI Publications – Links

[StockWatchIndex Web Site](#)

[SWI Daily News](#)

[SWI Research Web Site](#)

[SWI Research Reports \(Index\)](#)

[SWI Facebook](#)

[SWI X \(Twitter\)](#)

[SWI LinkedIn](#)

[SWI YouTube Channel](#)

## SWI Newsletter Samples

[Trading Psychology](#)

[Cannabis Market Update](#)

[The Dot-Com Crash of the 2000s – The Cannabis Crash of 2023](#)

[Dalrada CEO Special Report Series #1](#)

[Dalrada Reports 54.3% Revenue Increase](#)

[The Electrical Vehicle Generation and the Power Grid](#)

[Brian Bonar Video](#)

[Update on Dalrada Heat Pump Validation](#)