IGNITION INVESTOR RELATIONS®

# IGNITION ON CALL

## Senior IR support, ready when the moment arrives.

IR work rarely shows up on schedule. A financing comes together in a week, an auditor objects the night before earnings, the board approves an uplisting. Ignition On Call gives you senior investor relations counsel for exactly those stretches, without a full-time hire or a long-term retainer.

## HOW IT WORKS

1. **Pick your block.** Commit to a block of senior IR hours sized to what's ahead: an earnings season, a raise, a transaction, or a few quarters of steady support.
2. **Put it to work.** Use the hours for strategy, writing, investor outreach or ongoing IR. You decide where they go.
3. **See every hour.** Time is tracked and reported, so the budget is predictable and nothing is a surprise.

## WHO IT FITS

- **Growth-stage and newly public companies** that need senior IR thinking before they're ready for a full-time hire.
- **Companies with in-house IR** that want extra capacity and experienced eyes at peak moments. I work alongside in-house teams to expand reach, not replace them.
- **Leadership teams with a specific challenge** that has to be solved this quarter.

## WHERE THE HOURS GO

- **Earnings season.** Scripts, Q&A prep, the press release, and a candid read on how the call will land.
- **Raising capital.** An investor deck built on a clear equity story, plus targeting of the institutions that own your comparables.
- **Transactions and transitions.** M&A, de-SPACs, uplistings, or a change in the CFO or IR seat, when messaging has to be right the first time.
- **Market events.** A sharp stock move, a short report, a regulatory or clinical readout. Fast, consistent messaging beats perfect messaging a week late.
- **Your shareholder base.** Trading and ownership analysis, an engagement plan, and content that keeps you visible between catalysts.
- **Anything else IR.** If it touches how investors see the company, the hours can go there.

## THE CREDIBILITY FLYWHEEL

Every hour serves the same method: clarify the equity story, build the IR infrastructure to support it, engage the institutions that own your comparables, and keep communicating consistently. **Credibility is earned before it is tested.**

### NO LOCK-IN
Suited to one-off projects, seasonal peaks and transactions.

### PAY FOR WHAT YOU USE
Prepaid hours, tracked and reported.

### SENIOR COUNSEL
Experienced IR judgment without adding headcount.

## LET'S TALK ABOUT YOUR NEXT IR MOMENT

20+ years in IR · 100+ clients
Hands-on IR that compounds credibility for underfollowed micro- to mid-caps

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