The importance of the Database is not hard to grasp, and is generally recognized by all with little question.

The meaning of database, however, can be derived and reflected on many different ways.

Within Valorem Group we see the Database as a central depository of key information on contacts that can help achieve your success as a junior public company.

We have been curating an ever-evolving database of contacts for over 15 years and believe this brings incredible value to our clients. While the sheer number of contacts has some bearing on the value of a database, we know the real value driver is in the quality and relative nature of the contacts therein.

Valorem had gathered much of its contacts through actual face-to-face engagement, through roadshows, conferences, industry events and social connections. These contacts are influencers, active investors and are part of an ecosystem in place to participate directly in the support of the junior public company markets.

Further Valorem has gathered relevant contacts in related supportive roles, be it media, newsletters, analysts, bankers, board of director candidates, etc, that can have a massive influence on a junior public company’s future success.

Of course, the investor ecosystem is also constantly evolving and, as such, must be constantly updated to keep it relevant and current. Valorem recognizes this and continues to improve its contact database on a regular basis, along with the characteristics of the contact that bring real power to its application.

Let’s talk about how Valorem can put the power of its database to work for your company.

Interests

Where applicable the database can be refined by traits such as:

* Sector of Interest
* Company Stage of Development
* Primary or Secondary Investment
* Geographical area (Cda, Eur, USA)
* Role and Responsibility

Categories

The Valorem database incorporates contacts from numerous categories including:

* Private Investors
* Retail Brokers
* Analysts
* Bankers
* Media Contacts and Newsletters
* Funds and Institutions

DBASE

Database Platform and Reach