



ERShares

LOGO BRIEF

ERShares – Who we are

Investing in Global Game Changers: The Entrepreneur Factor

A global asset manager with over 40 years' experience investing in entrepreneurial publicly listed companies. Our thematic investment strategy represents the strongest growth and most innovative companies in the world. There is no geographic boundary for savvy entrepreneurs nor is there a market cap limit to the size of the opportunities.

With our proprietary 15-variable investment model powered by Artificial Intelligence and thematic research we invest in innovative, entrepreneurial companies around the world. Through our extensive research we have developed an 'Entrepreneur Factor' that has been proven to have long-term performance success over peer benchmarks. "

The stocks we invest in are fast-moving high-flyers. They are among the fastest rising, and sometimes falling, securities in the world. They are strongly influenced by news events from both a political and economic perspective. Investors, like never before need close monitoring. We can help. We utilize AI for our holdings (and near holdings) and can alert you with quick updates through the week along with our keen insights regarding high performance growth stocks of interest. We discuss weekly on various news programs such as Fox Business, CNBC, Yahoo Finance, Bloomberg, Wall Street Journal, Forbes, MarketWatch, Investing.com among others.

ERShares – What we stand for

- Global – We invest globally
- Disruptive Innovation – We invest in companies who are into technological innovation
- Entrepreneur factor – We invest in publicly traded entrepreneurial companies

Our products

We offer 3 types of products:

- ETFs- Exchange trade funds
- Mutual Funds
- SMAs- Separately managed accounts

You can find details about our products here: <https://entrepreneurshares.com/products/>

Our customers

Primary audience for the website:

Retail investors – They are individuals who buy funds/securities for their personal account and not for an organization or institution

Secondary audience for the website:

Institutional investors - They are an entity which pools money from various investors to purchase securities, mutual funds etc. The institutional investors include banks, corporations, insurance companies etc.

Financial advisors – They are individuals who advise investors to invest in funds. Financial advisors can recommend/buy our funds for their clients too.

ERShares core brand values

- Passionate
- Transparent
- Innovation driven

Brand colors

- Blue
- Fuchsia
- Purple
- White

The logo needs to use solid colors.
Usage of fuchsia should be minimal



Types of logos

WE WOULD LIKE YOU TO CREATE 2 TYPES OF LOGOS

1. Clean text below with symbolic shapes and icons that reflect the brand



2. Double initials



Our current logo also has used a play of double initials of letters “E” and “S”, but we would like a more modern, futuristic and innovative design

ERShares

Tagline- Global Investing in Entrepreneurial Stocks

1 thing we want to imply through our logo with the help of design:

INNOVATION

Logo versions

- Just the Logo symbol
- Logo with brand name
- Logo with brand name and tagline
- Logo in reverse
- Different color logo options for bright and dark backgrounds
- Favicon for our website