

NUANCE²

Strategy · Investor Relations · Communications

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Nuance² delivers institutional-quality investor relations, corporate strategy, and communications for public and private companies — without the institutional overhead. We work with companies at every stage, from private companies seeking seed and investment funding to pre-IPO all the way through large cap Fortune 500. Sector-agnostic by design, we bring the same rigor, frameworks, and precision to all sectors including highly-regulated therapeutics, advanced materials, technology, healthcare, industrials, financial services, retail, and more. Whether you need a fractional IR program, a communications partner, insight on fundraising, guidance for a specific transaction or moment, strategic advisory, or a full-service engagement built around your exact needs, Nuance² meets you where you are.

THE TRIFECTA



KEY SERVICE EXAMPLES – À la carte to white glove

- Capital Markets & Funding
- IR Program & Infrastructure
- Major Events & Transactions
- Intelligence & IR Strategy
- Equity Story Development
- IR Function Development
- Quarterly IR Program
- Peer Benchmarking
- Investor Day planning & Execution
- Fractional Leadership
- Ongoing Operations
- Sell-side and Shareholder Targeting
- Feedback Loop
- AI Perception Audit & Program Development
- Strategy Development & Execution Roadmaps
- Public and Media Relations
- Corporate Communications

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Principal-Led
Every engagement led directly by Founder. No hand-offs.

Public & Private
Micro to macro cap. Pre-IPO to Public and every where in between.

Sector-Agnostic
Technology to highly regulated to advanced materials to industrials. Fluency is the edge.

Full-Service or À la Carte
Full retainer to Fractional, pick your flavor.

WHY CONSIDER FRACTIONAL IR WITH NUANCE²?

01

GenAI Advancements and SEC's proposed reporting requirements are enabling leaner teams

The ability to augment your team with structured GenAI support combined with the SEC's proposed rules to roll back frequency of reporting requirements is enabling fractional IR.

02

Principal-Led. Always.

Every engagement is led directly by the principal. No hand-offs to junior staff. The company gets EVP-level experience on every deliverable, every call, and every investor interaction.

03

Public Company IR Depth

30+ earnings cycles managed. 15+ M&A transactions. Experience from small cap to Fortune 500. NASDAQ uplisting. Dual-listed company experience across SEC and SEDAR frameworks.

04

Corporate Strategy Fluency

Corporate development, M&A diligence and integration, capital allocation strategy, competitive landscape, and financial modeling — embedded alongside IR, not siloed from it.

05

Sector-Agnostic Technical Fluency

Principal is equipped with a Materials Science Engineering degree from the University of Virginia. Fluent in bridging the knowledge gap and simplifying complex issues into bite-sized, digestible narratives for capital markets.

06

Scalable and Flexible

Full retainer or project-based. Scale up during earnings cycles, investor days, or M&A events. Scale back during quieter periods. The model adapts to the company's needs.

À LA CARTE TO WHITE GLOVE AND ANYWHERE IN BETWEEN



à la carte

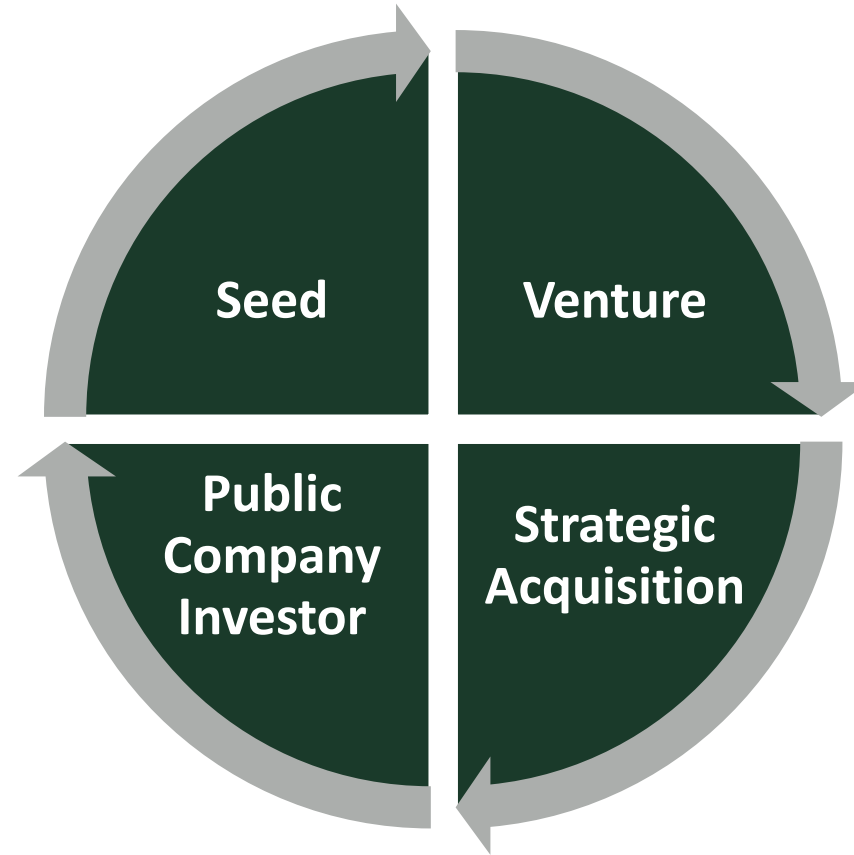
- **Capital Markets & Funding**→ Seed & Venture; Venture & LP; IPO & Pre-IPO Readiness
- **IR Program & Infrastructure**→ IR Program Audit & Roadmap; SEC Disclosure Strategy; Executive and Spokesperson Media & Reg FD Training
- **Major Events & Transactions**→ Investor Day & Analyst Day Content & Production; M&A Transaction Communication; Crisis & Activist Defense
- **Intelligence & IR Strategy**→ AI Communications Audit & AEO Perception Analysis; Investor and Sell-side Perception Analysis; ESG & Sustainability Disclosure

- **Equity Story Development**→ Narrative Alignment and Guidance Framework design
- **IR Function Development**→ Org Design; Website Build; IR Goals Assessment; Vendor & Tools Evaluation & Roadmap
- **Quarterly IR Program**→ Earnings cycle (Script, slides, press release, supplemental, Q&A, etc.)
- **Peer Benchmarking**→ Disclosure and Operational and Financial Quarterly and Annual Peer Benchmarking
- **Additional Communications**→ Newsletter, Video, Infographic and Additional Communications

white glove

- **Fractional Leadership**→ Fractional IR, Communications, or Strategy; Direct investor & analyst communications
- **Ongoing Operations**→ Sell-side Consensus Monitoring & Summary; Investor Website, Mailbox, & CRM Maintenance;
- **Sell-side and Shareholder Targeting**→ Sell-Side Analyst Strategy; Conference and Roadshow Strategy
- **Feedback Loop**→ Post-earnings postmortem; Board & Executive IR Counsel; Activism preparedness; Thought Leadership

EXPERIENCE SPANNING COMPANY INVESTOR LIFE-CYCLE



Public to private and everywhere in between

INVESTOR RELATIONS: PROGRAMMATIC APPROACH TO DRIVE THE FIRST 90 DAYS



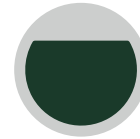
UNDERSTAND

- Review public and internal disclosure
- Meet with internal and external stakeholders (investors, sellers, clients, employees, analysts, Board, etc.) to learn about their pain points and goals
- Study current story, metrics, financials, peer positioning
- Conduct Perception Study
- Identify Peers
- Learn about current team, tech stack, and IR marketing strategy
- Feedback on what is working and isn't



EVALUATE

- Benchmark operational, financial, valuation metrics, and disclosure level to peers
- Evaluate current investor base and identify targets (media, analysts, and investors)
- Assess strategic, financial, and operational goals of IR program and for the company
- Assess gaps in current function vs desired state



DESIGN

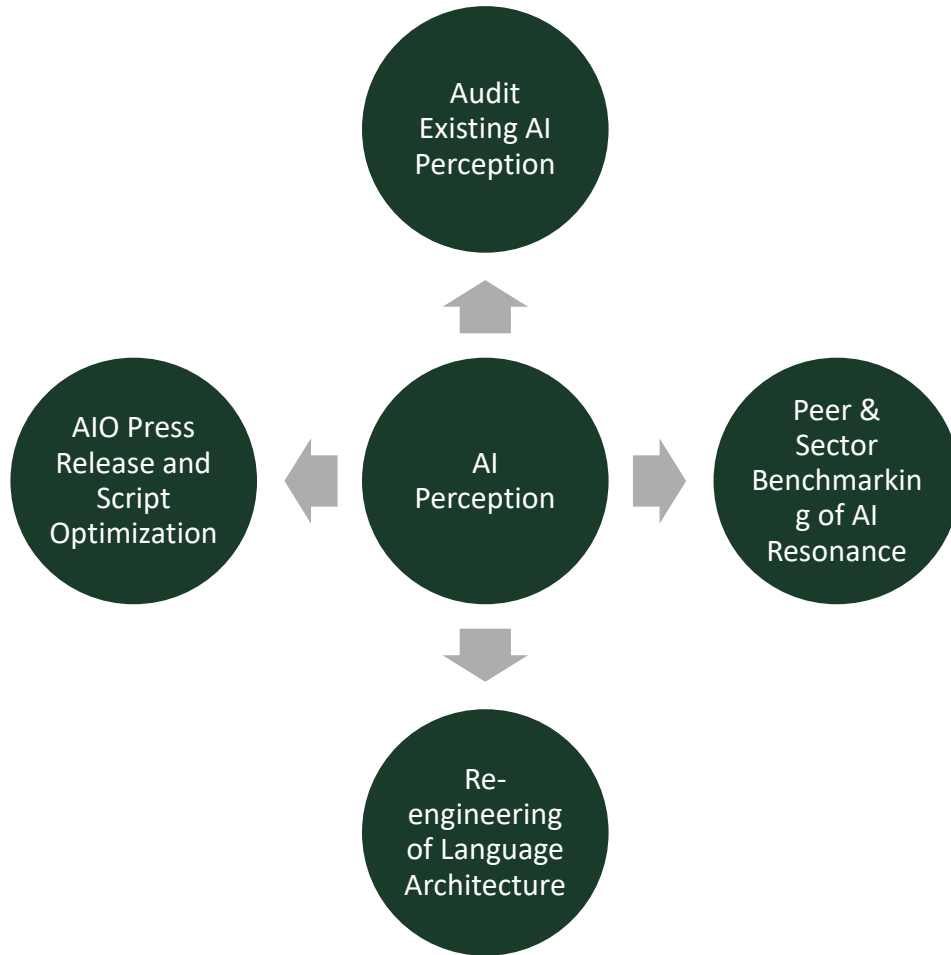
- IR program with vendor stack (CRM, PR distribution, website, conference tools, benchmarking tools), team, goals, calendar, etc.
- Create quarterly communication package
- Target sell-side and buy-side analysts
- Develop associated retail strategy
- Work with team to determine short and medium-term targets
- Identify what to start/stop/continue



IMPLEMENT

- Set-up program with internal and external stakeholders
- Adjust vendors as needed
- Develop communication package inclusive of:
 - Q&A Prep
 - Earnings Slides
 - Earnings PR
 - Earnings Script
 - Overview Deck
 - Newsletter
 - Annual Report
 - Supplemental or Factsheet
 - TV Channel

AI VISIBILITY AUDITS & PERCEPTION STRATEGY

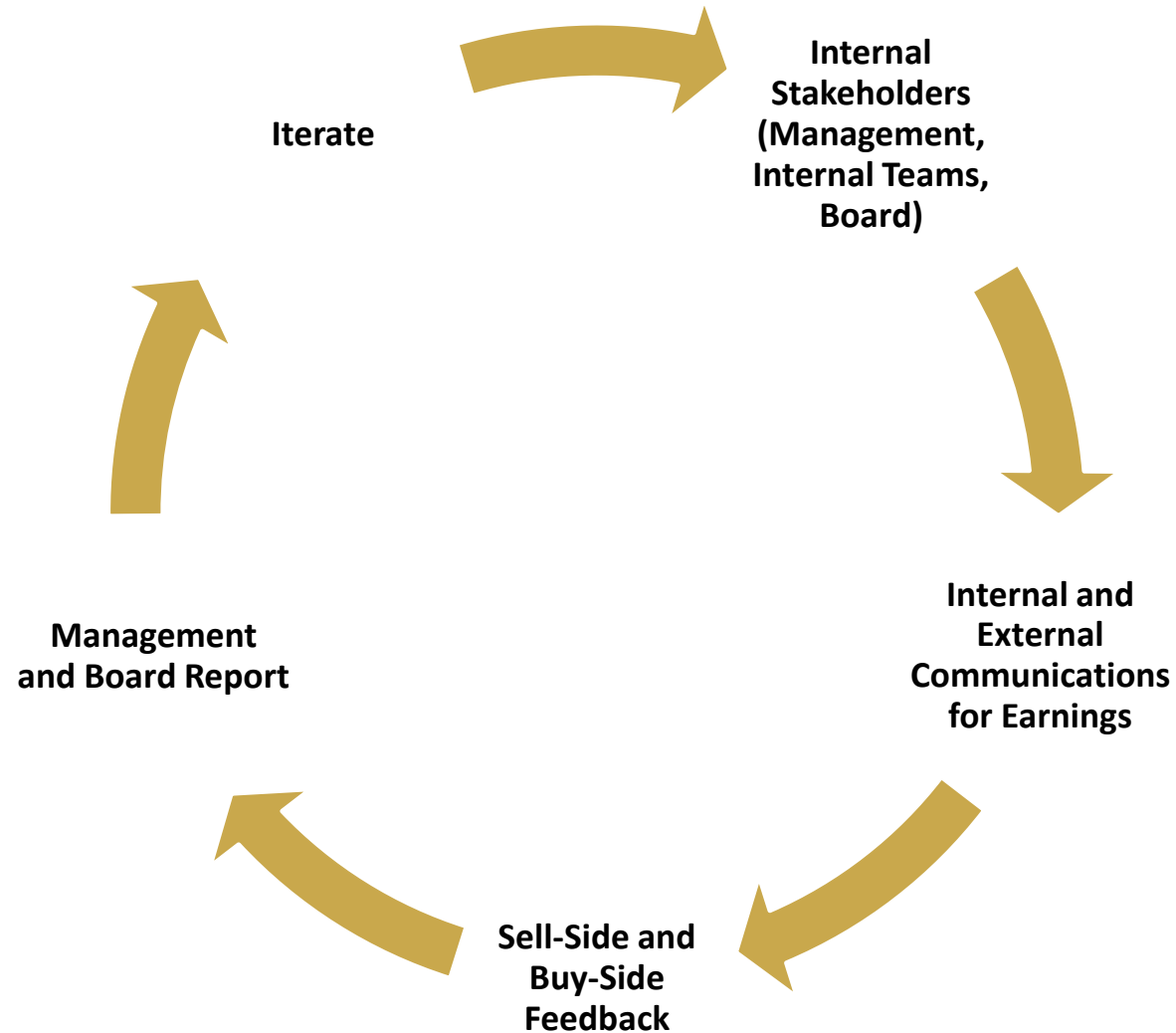


How well does your messaging resonate with AI-driven platforms?

We understand the importance of optimizing your communications for the evolving LLMs.

Our AEO perception audit meticulously analyzes how your message and sentiment are being captured by these advanced systems.

STRATEGIC ADVISORY: CONSTANT FEEDBACK LOOP WITH STAKEHOLDERS



Cadence of normal quarter provides for a constant feedback loop to ensure strategic alignment

These are coupled with constant peer monitoring and benchmarking as well as perception studies

Management and Board Report includes everything from changes to consensus and targets, sentiment, comparison to peers, etc.

WHY NUANCE²?

Full Lifecycle
Perspective

Operator-Led, Not
Just Advisory

Back to Basics
Approach

Board & Executive-
Level Partnership

Integrated
Platform Across IR,
PR, and Strategy

Flexible,
Embedded
Engagement
Model

Sector-Agnostic,
Complexity-Ready

Modern, Data-
Driven and AI
Native Approach

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Interested?

Let's Connect.

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Strategic and financial narratives, designed with Nuance²