



## *Details of the Skymark Research session*

January 18

### **Introducing Skymark Research and Emerging Stock Report** | appr. 45 minutes

Skymark Research provides tools that allow their subscribers to be knowledgeable and fully equipped to take full advantage of emerging and micro-cap markets, which continue to provide some of the highest returns available in the markets today.

### **Success in the micro-cap markets** | appr. 45 minutes

Here are the methods and philosophies that have brought Skymark success in the micro-cap markets. In the micro-cap markets the majority of companies fail, so Skymark abides by these key factors:

#### *Capital structure*

A manageable and responsible capital structure is a key factor in an early stage public company's success.

#### *Management*

Researching the qualifications of management and their past experience is important.

#### *Finance*

Is there a sound plan to accommodate all of the financial needs of the company, short and long term?

#### *Easily understood product or service/sector*

For investors to put their cash into a company, they must be able to easily understand what the company does and why it will be a winner.

#### *The identifiable market for the company*

If the real market for the company's products or services isn't substantial, then the growth prospects for the company will be limited.

#### *Proprietary nature*

The more proprietary a company's product or service, the better chance they will have moving forward and gaining valuable market share.

#### *Barriers to entry*

If a company or business model is a real winner and the barriers to entry are relatively low, as soon as it has proven itself, a flood of competition will emerge.

#### *Revenue, future contracts & profitability*

An emerging growth company that does not have a clear vision of revenue and profitability is not likely to survive in today's market.

#### *Exposure*

If nobody knows about the best company in the world, then who cares?

#### *Timing*

Many great ideas are ahead of their time, but a really great idea is right on time!

#### *Sizzle*

The last ingredient that enhances the probability that investors will commit is pure emotion.

### **Bulletin board to national board | Meet the micro-cap CEOs**

Meet the CEOs of some micro-cap organizations that Skymark feels have a real chance to emerge from the bulletin boards and graduate to the national boards.