

SPOTLIGHT

ANALYST RELATIONS

CLASS
OF
2015

Spotlight Analyst Relations

Spotlight provides industry analyst relations consulting, helping clients get their products or services rated by industry experts and put onto the radar. Entering our fifth year in business, Spotlight is becoming a national leader with large companies, such as GE Digital and Accenture, that need help getting the word out about the new technology, products and services they've developed.

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Spotlight represents Silicon Valley startups and large companies like Accenture and VMware. We increase our clients' growth and brand awareness by aligning them

with the relevant industry analysts who are influential in our clients' markets. This highly considerate matchmaking strategy brings value to clients and analysts alike, creating mutually beneficial relationships.

This strategy has helped Spotlight overcome "coastal bias" to make Kansas City a beacon for high-tech firms that need expert promotion of their industry services, which include mobile, e-commerce and digital marketing.

Spotlight also contributes back to the community. One example is the firm's establishment of Spotlight Ventures, which facilitates investment in local startups such as DivvyHQ. Spotlight also contributes to Children's Mercy Hospital, the Spofford Home serving at-risk children and the Kansas Museums Association. In 2017, Spotlight pledged to donate 1 percent of its employees' time to philanthropy efforts. So far this year, Spotlight employees have volunteered doing cleanup for the River Market Serve Day, mentoring at PrepKC, Playground Pals at Operation Breakthrough, and cleanup and shelter maintenance at SPCA.

We're a young company that's been fortunate to experience some early success. Through effort and methodology intensely focused on the needs of our clients and analysts alike, we've been able to achieve remarkable outcomes for our clients in a very short period of time. ●