

Audience Report



**Blackhawk
Growth Corp.**

Updated For:

May 15, 2021 - June 14, 2021

Audience Report

Executive Summary 01

Provide the key insights and overall summary of the whole report

Audience Insights 02

Provides the details and insights about leads generated in the different locations

Market Insights 04

Provides the details and insights about the Stock Prices and Stock Volumes performances

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Provides the details and insights about the Call and Emails summary

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Provides the details about what we should do next

Appendix

Qualified Leads 13

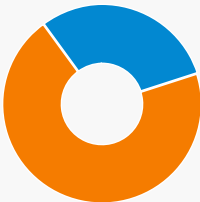
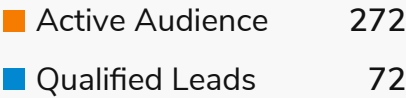
Provides the list of all Qualified Leads

Stock Brokers 15

Provides the list of all Qualified Leads

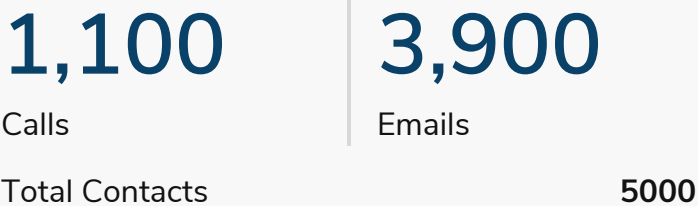
Over 300 Total Audience

Some text explaining the fact and insights will go here



23% Growth in Audience Activity

We have seen another outstanding month on the Blackhawk campaign, growing both the US and Canadian pipelines.



Remarkable Growth in News Flows

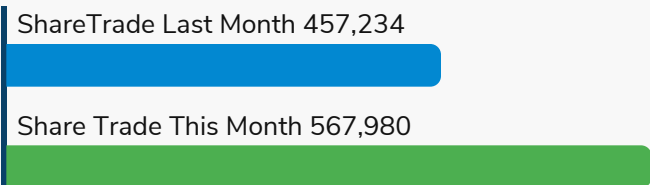
The increase in news flows as of lately has provided us with multiple opportunities to follow up and reconnect with our pipeline.

23% Growth in Potential Audience

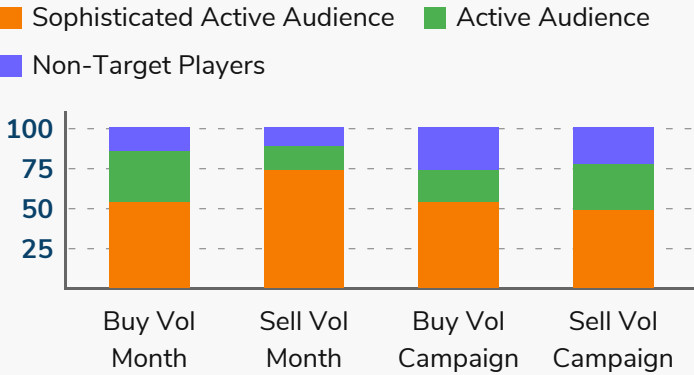
200K

567,980 Shares Traded

We have seen 20% growth in stock traded this month Some text explaining the fact and insights will go here

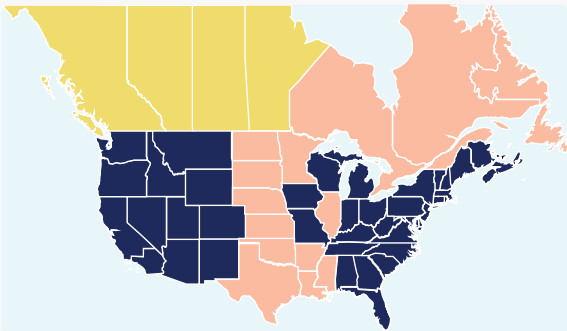


Trade Volume Distribution (%)



Growth in US Brokers Audience, and Institutional Audience

We have seen 20% growth in US Broker Audience, and Intitutional Audience



Active Audience in the United States

126 12.6% ↑

Qualified Leads 32

Active Audience in the Canada

146 1.4% ↓

Qualified Leads 40

Active Audience in the USA and Canada

272 9.6% ↑

Qualified Leads 72

Audience Segment

US Brokers Institutional Canadian Brokers

60 50 36

Top 5 States/Provinces with Active Audience

New York	20
Georgia	10
Montana	8
New Carolina	8
California	8

Summary

We have seen another outstanding month on the Blackhawk campaign

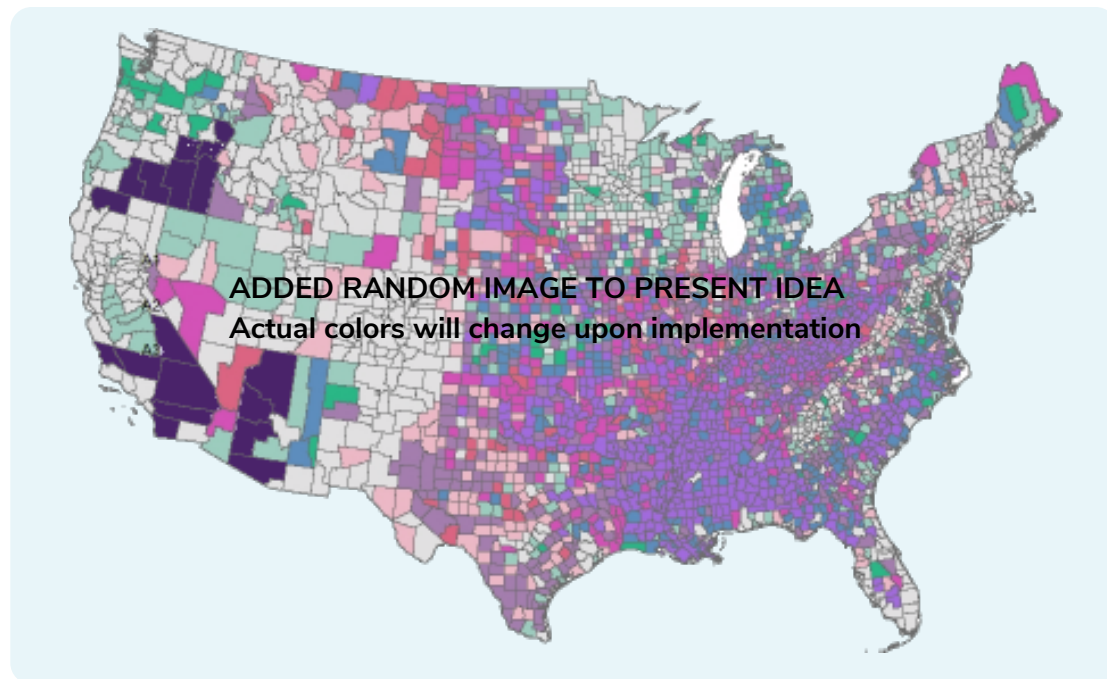
Key Takeaways

- Here we can have a list of key take away, Ideally there should be atleast one key take away for each report section and max of five key take aways

Audience by Region

Some short description of max 2 line will come here explaining the insights we are getting from the data and positive outcomes from it

■ Active Audience ■ Qualified Leads



Most Active Audience

New York
Georgia
Montana

Most Qualified Leads

New York
North Carolina
California

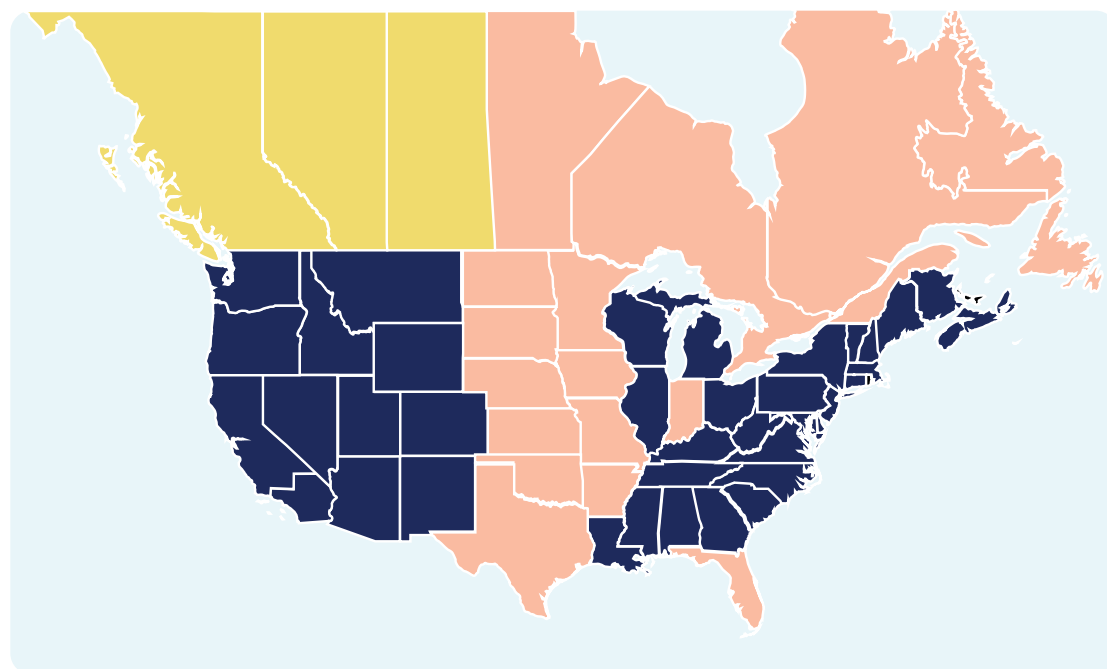
Most Potential Audience

New York
Georgia
North Carolina

Audience Segment

Some short description of max 2 line will come here explaining the insights we are getting from the data and positive outcomes from it

■ US Broker Audience ■ Institutional Audience ■ Canadian Broker Audience



Top States/Provinces US Brokers

New York
Georgia
Montana
Georgia
Montana

Top States/Provinces Institutional Audience

New York
North Carolina
California
North Carolina
California

Stock Trade Volume this Month

79,043 12.6% ↑

Last Month	66,456
Percentage Changed	+32%

Stock Trade Volume Campaign

179,043

Start of Campaign	80,256
Percentage Changed	+36%

Stock Trade Volume by Sophisticated Active Audience

17,065

Active Audience	12,234
Non targeted players	7,896

Current Stock Price

\$3.48 As on: June14

Start of Month	\$2.34
Start of Campaign	\$2.12

Summary

Small cap and emerging market performance have not been great recently, and we have heard caution from some prospects citing that, in fear of a pullback, they're mostly staying on the sidelines for now. This doesn't eliminate them from being a valuable lead in our pipeline though. Given that Blackhawk has extremely positive fundamentals, we are able to provide many reasons that make us an excellent investment opportunity regardless of what the market does.

Key Takeaways

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Stock Price and Volume Month

Some short description of max 2 line will come here explaining the insights we are getting from the data and positive outcomes from it

Highest Volume (LGIQ)

248,345

Jun14

Highest Volume(VMO)

199,653

Jun14

Lowest Volume (LGIQ)

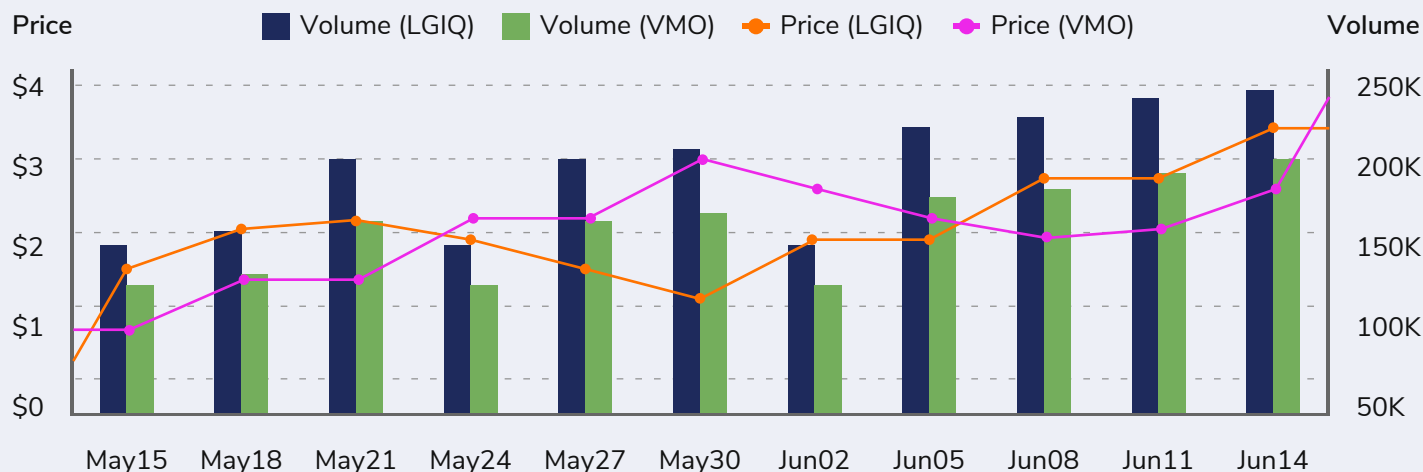
148,236

May 31

Lowest Volume(VMO)

139,237

May 31



Stock Price and Volume Campaign

Some short description of max 2 line will come here explaining the insights we are getting from the data and positive outcomes from it

Highest Volume (LGIQ)

470,864

Jan14

Lowest Volume (LGIQ)

148,236

Apr 18

Highest Volume(VMO)

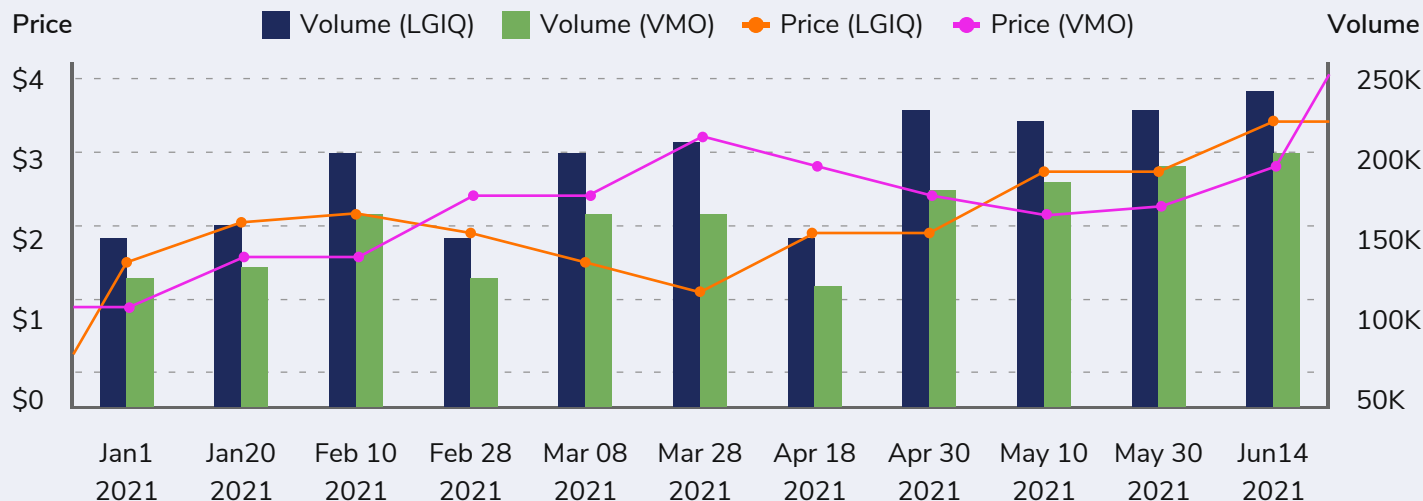
20,345

Jan 30

Lowest Volume(VMO)

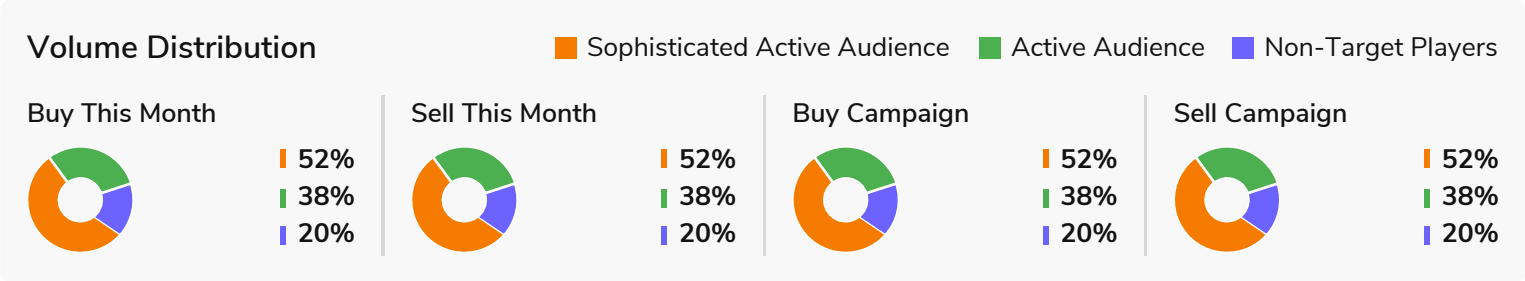
139,237

Jun14



Net House Insights

Some short description of max 2 line will come here explaining the insights we are getting from the data and positive outcomes from it



Sophisticated Active Audience (Anonymous) This Month		
Buy Volume	Sell Volume	Net Volume
\$20,000,000	\$14,000,000	\$6,000,000

Sophisticated Active Audience (Anonymous) Campaign		
Buy Volume	Sell Volume	Net Volume
\$320,000,000	\$214,000,000	\$105,000,000

Top 5 Active Audience Buyers This Month			
Active Leads	Qualified Leads	Buy Volume	
25	50	\$11,500,000	

Brokerage Firm	Active Leads	Qualified Leads	Buy Volume
National Bank Financial Inc.	5	10	\$2,500,000
TD Securities Inc.	5	10	\$2,400,000
Canaccord Genuity Corp.	5	10	\$2,300,000
CIBC World Markets Inc.	5	10	\$2,200,000
Mackie Research Capital Corporation	5	10	\$2,100,000

Top 5 Active Audience Sellers This Month

Active Leads

25

Qualified Leads

50

Buy Volume

\$6,500,000

Brokerage Firm	Active Leads	Qualified Leads	Sell Volume
Canaccord Genuity Corp.	5	10	\$1,500,000
AG DreamCap Inc.	5	10	\$1,400,000
National Bank Financial Inc.	5	10	\$1,300,000
CIBC World Markets Inc.	5	10	\$1,200,000
Mackie Research Capital Corporation	5	10	\$1,100,000

Top 5 Active Audience Buyers in total Campaign

Active Leads

100

Qualified Leads

120

Buy Volume

\$111,500,000

Brokerage Firm	Active Leads	Qualified Leads	Buy Volume
Fidelity Clearing Canada ULC	20	24	\$22,500,000
Pershing Securities Canada Ltd.	20	24	\$22,400,000
Canaccord Genuity Corp.	20	24	\$22,300,000
CIBC World Markets Inc.	20	24	\$22,200,000
Mackie Research Capital Corporation	20	24	\$22,100,000

Top 5 Active Audience Sellers in total Campaign

Active Leads	Qualified Leads	Sell Volume		
100	100	\$61,500,000		
Brokerage Firm	Active Leads	Qualified Leads	Sell Volume	
Pershing Securities Canada Ltd.	20	20	\$12,500,000	
TD Securities Inc.	20	20	\$12,400,000	
Fidelity Clearing Canada ULC	20	20	\$12,300,000	
CIBC World Markets Inc.	20	20	\$12,200,000	
Mackie Research Capital Corporation	20	20	\$12,100,000	

Active Audience this Month

600 12.6% ↑

Qualified Leads 200

Calls 420

Emails 180

Total Audience Contacted this Month

2,043 12.6% ↑

Calls 1,080

Emails 963

Total Audience

12,043

Calls 10,280

Emails 1,763

Summary

We have seen another outstanding month on the Blackhawk campaign, growing both the US and Canadian pipelines. With over 1,100 dials, and 3,900 emails, we saw 43 positive outcomes spread between 2 potential buyers, 18 engaged, and 23 reviewing information

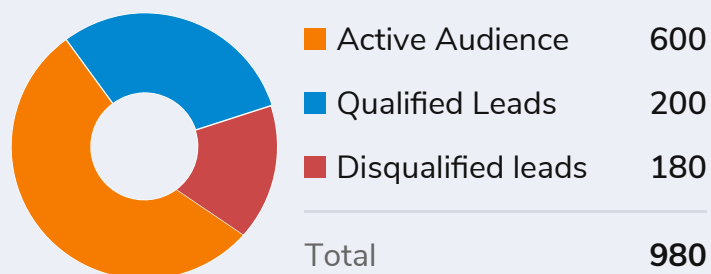
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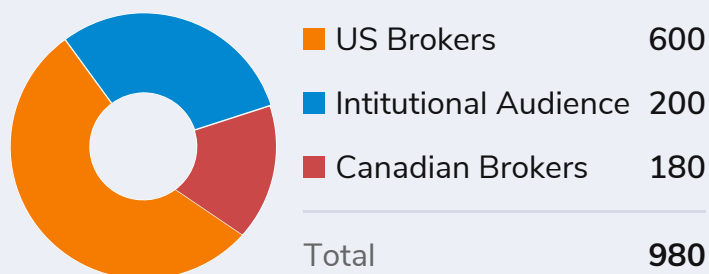
Contact Distribution

Some short description of max 2 line will come here explaining the insights we are getting from the data and positive outcomes from it

Activity This Month (Calls + Emails)

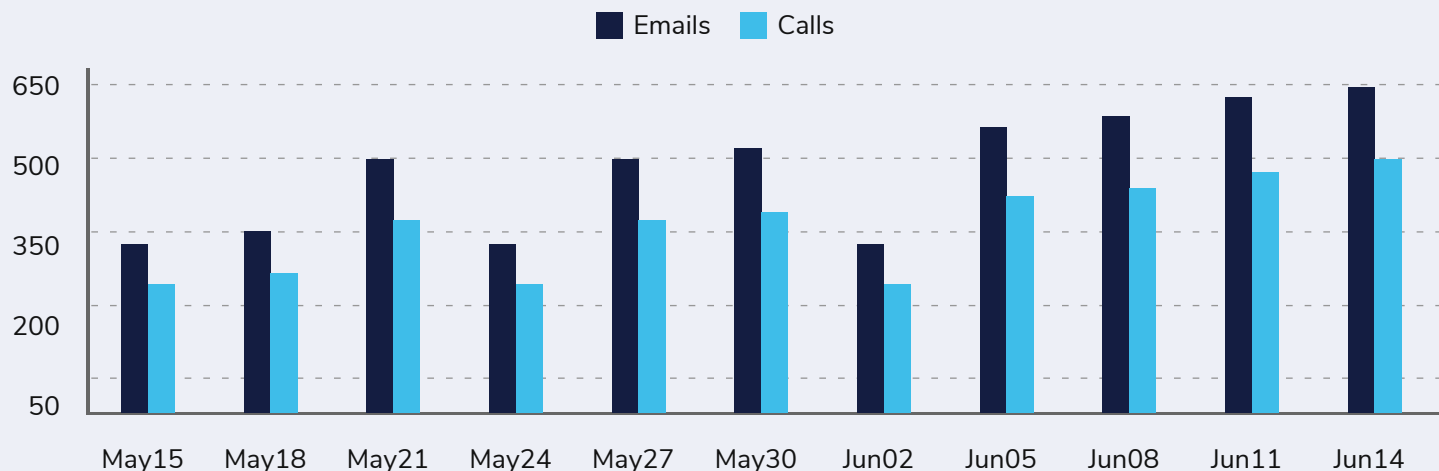


Audience Segment



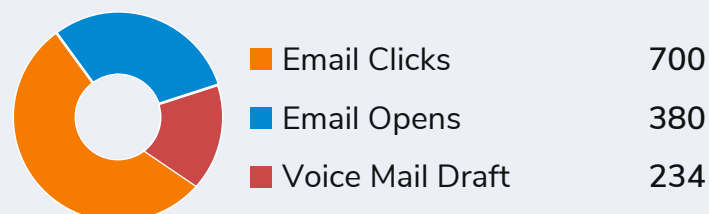
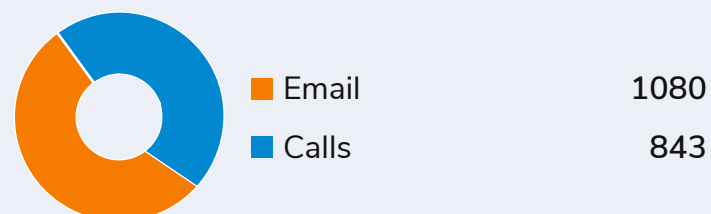
Activity Progression

Some short description of max 2 line will come here explaining the insights we are getting from the data and positive outcomes from it



Activity and Engagement

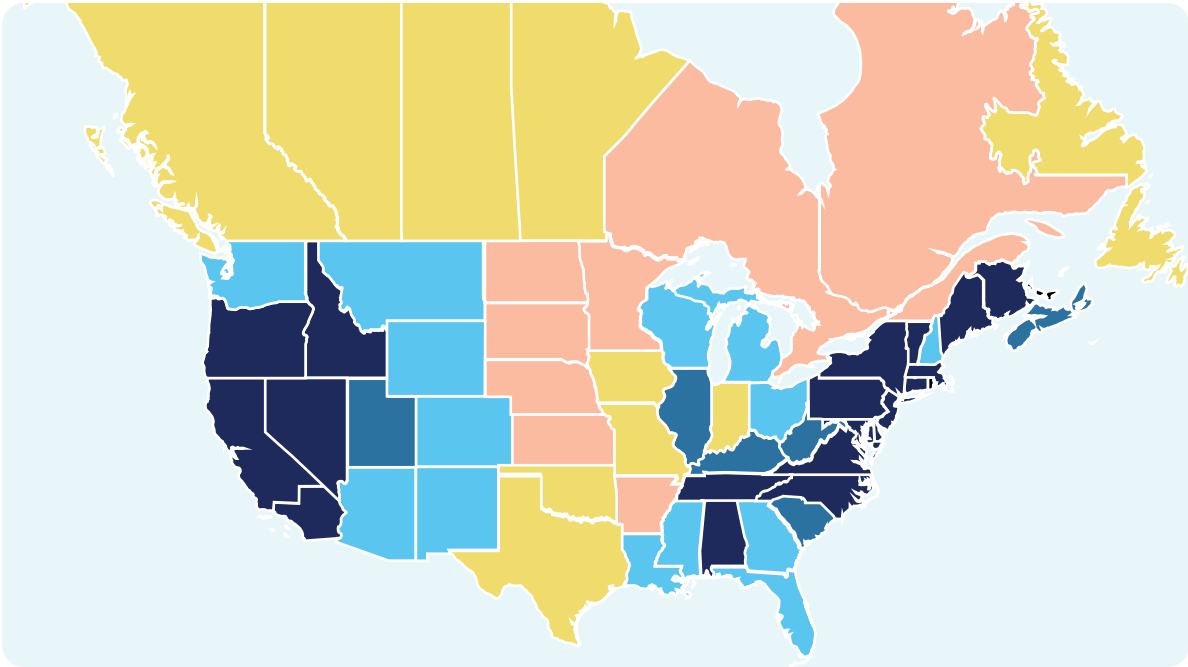
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Contact Activity by Region (USA + CANADA)

Some short description of max 2 line will come here explaining the insights we are getting from the data and positive outcomes from it

100-200 50-100 20-50 10-20 1-10



Top States/Provinces

- New York
- North Carolina
- Georgia
- California
- Montana
- New York
- North Carolina
- Georgia
- California
- Montana

Key Milestones

Capital Raise

\$20M

23 Jun, 2021

Capital Raise

\$23M

30 Jun, 2021

Capital Raise

\$28M

10 Jul, 2021

Other Business Milestones

Audience Reach

Increase contact reach in South USA by atleast **20%**

23 Jun, 2021

Stock Volume Trade

\$234M

30 Jun, 2021

Active Audience

10K

10 Jul, 2021

Connect with Brokers to grow Blackhawk portfolio

The Canadian pipeline continues to expand as we add new prospects interested in Blackhawk, some who have been watching since the IPO was launched. Brokers we've spoken to are excited to inform us of their successes investing in Shopify and we are effectively leveraging both our similarities and differences as a reason to consider adding Blackhawk to their portfolios.

Focus more on Mid Cap Market

Small cap and emerging market performance have not been great recently, and we have heard caution from some prospects citing that, in fear of a pullback, they're mostly staying on the sidelines for now. This doesn't eliminate them from being a valuable lead in our pipeline though.

Focus more on potentially influential institutional leads

While continuing to expand the Canadian pipeline and manage top US leads, we will add some more focus on potentially influential institutional leads such as analysts, fund managers and investment bankers.

Some short description of max 2 line will come here explaining the insights we are getting from the data and positive outcomes from it

[illegible]

[illegible]

Sophisticated Active Audience

Some short description of max 2 line will come here explaining the insights we are getting from the data and positive outcomes from it

Brokerage Firm	Active Leads	Qualified Leads	Buy Volume	Sell Volume	Net Volume
Anonymous	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0

Active Audience

Some short description of max 2 line will come here explaining the insights we are getting from the data and positive outcomes from it

Brokerage Firm	Active Leads	Qualified Leads	Buy Volume	Sell Volume	Net Volume
National Bank Financial Inc.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Canaccord Genuity Corp.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Mackie Research Capital Corporation	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
TD Securities Inc.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
National Bank Financial Inc.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Canaccord Genuity Corp.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Mackie Research Capital Corporation	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0

Brokerage Firm	Active Leads	Qualified Leads	Buy Volume	Sell Volume	Net Volume
National Bank Financial Inc.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Canaccord Genuity Corp.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Mackie Research Capital Corporation	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
TD Securities Inc.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
National Bank Financial Inc.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Canaccord Genuity Corp.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Mackie Research Capital Corporation	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
TD Securities Inc.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
National Bank Financial Inc.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Canaccord Genuity Corp.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
National Bank Financial Inc.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Canaccord Genuity Corp.	5	10	\$2,000,000.0	\$1,500,000.0	\$500,000.0

Non-Target Players

Some short description of max 2 line will come here explaining the insights we are getting from the data and positive outcomes from it

Brokerage Firm	Active Leads	Qualified Leads	Buy Volume	Sell Volume	Net Volume
TD Securities Inc.	NA	NA	\$2,000,000.0	\$1,500,000.0	\$500,000.0
National Bank Financial Inc.	NA	NA	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Canaccord Genuity Corp.	NA	NA	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Mackie Research Capital Corporation	NA	NA	\$2,000,000.0	\$1,500,000.0	\$500,000.0
TD Securities Inc.	NA	NA	\$2,000,000.0	\$1,500,000.0	\$500,000.0
National Bank Financial Inc.	NA	NA	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Canaccord Genuity Corp.	NA	NA	\$2,000,000.0	\$1,500,000.0	\$500,000.0
National Bank Financial Inc.	NA	NA	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Canaccord Genuity Corp.	NA	NA	\$2,000,000.0	\$1,500,000.0	\$500,000.0
Mackie Research Capital Corporation	NA	NA	\$2,000,000.0	\$1,500,000.0	\$500,000.0
TD Securities Inc.	NA	NA	\$2,000,000.0	\$1,500,000.0	\$500,000.0