



ACORN

MANAGEMENT PARTNERS LLC

“The Solutions Company for the Neglect Effect”

Established 2009

The Hidden Barrier: The “Neglect Effect”

Many exceptional micro, small, and mid-cap public companies struggle with trading volume, share price, and visibility - not because leadership lacks skill or effort, but due to a well-documented market reality known as the “Neglect Effect.” When companies receive less attention from brokers, analysts, and the investing public, their true value is often overlooked, and they remain locked out of Wall Street’s largest capital pools. It’s not your fault - you simply cannot address what you haven’t been shown.

An Education-First Solution, Rooted in Real Expertise

Acorn Management Partners was founded to precisely solve this problem, not with more empty promises, but through genuine education and partnership. We’re a faith-based, education-first firm - trusted by both leading Wall Street brokers and public company management. Our proprietary, six-step sales process is modeled on proven Wall Street broker training, backed by over 15 years of experience educating brokers and companies alike. With every engagement, we focus on expanding your shareholder base through targeted, process-driven outreach, supported by clear modeling, KPIs, and accountability - so you always know what’s working, and why.

A True Strategic Ally for Informed Growth

We believe CEOs and CFOs should be empowered, not blamed or “sold.” That’s why Acorn prioritizes transparency and education - arming you with the knowledge you need to overcome “neglect” and drive sustainable shareholder growth. Whether you need a modular plug-in as a distribution agency, a full-service unified communication agency, or simply want to be informed about the system, we’re here to share Wall Street’s best practices - so you can make data-driven decisions for enduring market relevance and value.

The Challenge: Underexposure in a Crowded Market

The Neglect Effect: Even Top Innovators Get Overlooked

Wall Street's brokers control over \$30-40 trillion in investor capital, but most public companies never get on their radar - too often overlooked not for lack of merit, but because the market's gatekeepers are inundated with opportunities and prioritize only the loudest, most consistently communicated stories. If your company isn't front and center with brokers, you risk missing out on critical capital, market recognition, and sustainable growth.

Key Risks of Underexposure

- Low Visibility = Low Value
- Companies ignored by brokers and analysts often trade at a discount and see low trading volume.

Fragmented Messaging

- Inconsistent communication confuses investors and erodes reputation.

Missed Opportunities

- Without proactive broker outreach, companies lose access to new shareholders and major capital pools.

The Solution: Stop Being Undiscovered on Wall Street

Acorn Management Partners delivers a Broker distribution Network to solve this problem. Our process ensures your story is delivered with clarity and consistency to the right professionals who can move the needle for your company.

How We Fix Underexposure:

Broker-Driven Distribution:

- Direct access to \$30-40 trillion+ in broker-controlled capital, placing your story in front of decision-makers traditional IR/PR can't reach.

Compelling Investment Education:

- We educate Wall Street with clear, data-backed presentations, using comparables, catalysts, and modeled long-term value.

Consistent Communication Cadence:

- Repetitive, personalized outreach keeps your company top-of-mind and builds sustained broker and investor interest.

Real-Time Tracking and Optimization:

- Our platform monitors every touchpoint and uses monthly perception audits to refine messaging, ensuring measurable results and maximum engagement.

Hybrid Sales Funnel:

- Our process tracks every step from introduction to conversion, ensuring measurable progress and accountability.

Our Process: The most Effective Path to Capital & Shareholder Growth

The broker-controlled asset pool is over five times larger than the institutional capital typically available to micro-cap companies. By leveraging Acorn's network and methodology, your company can tap into this vastly greater pool of capital and distribution, bypassing traditional bottlenecks and unlocking new pathways for shareholder growth and liquidity. Focusing on broker-driven distribution is not just an alternative-it's a strategic advantage for companies seeking meaningful capital access and market presence.

Our Approach: Deliberate, Disciplined, and Built for Results

- **Extensive Network:** We execute over 3,000 targeted outbound calls and 700 broker presentations each month, engaging professionals who collectively influence trillions in assets.
- **Broker Impact:** Each broker typically manages 400–500 accounts and an average of \$305 million in assets.
- **Capital Access:** For example, a network of just 300 brokers represents \$91.5 billion in assets. Even a conservative 0.25% penetration opens the door to \$228.75 million in potential capital.
- **Shareholder Expansion:** Our broker-driven approach fuels real shareholder growth, driving trading volume and market visibility far beyond what traditional IR can achieve.

While the process starts gradually, momentum builds exponentially. Without an expanding broker network and shareholder base, your stock risks erosion of broker relationships, stagnation in shareholder growth, and increased vulnerability to market volatility.

Why Acorn: The Most Effective Path to Capital & Shareholder Growth

The Scale of Opportunity: Broker-Controlled vs. Institutional Capital



Segment	Estimated Capital Pool (USD)	Notes
Broker-Controlled Assets (~450,000 Brokers)	\$30-40 trillion+	Assets managed by U.S. brokers and broker-dealers, including major retail brokerages.
Micro-Cap Institutional (~1,700 Companies)	~\$0.8 trillion	Institutional capital focused on micro caps (firms below \$1–2B market cap; estimate).
Small Cap Institutional (~3,700 Companies)	~\$1.5 trillion	Institutional capital focused on small caps (firms \$2–5B market cap; estimate).
Mid Cap Institutional (~1,100 Companies sub 5B)	~\$2.2 trillion	Institutional capital focused on mid caps (firms \$5–20B market cap; estimate).

***Estimated Capital Pool Breakdown: Broker-Controlled vs. Institutional (Micro, Small, and Mid Cap) Capital Pool Estimates (U.S. Market, 2025)

Key Capital Pools Overview

- Applies to companies with a market cap under \$5 billion (~6500 companies), which often have limited institutional ownership and lower liquidity.
- Keep in mind: 60–65% of all available Institutional capital is locked up in index funds or passive investment vehicles.

Why This Matters

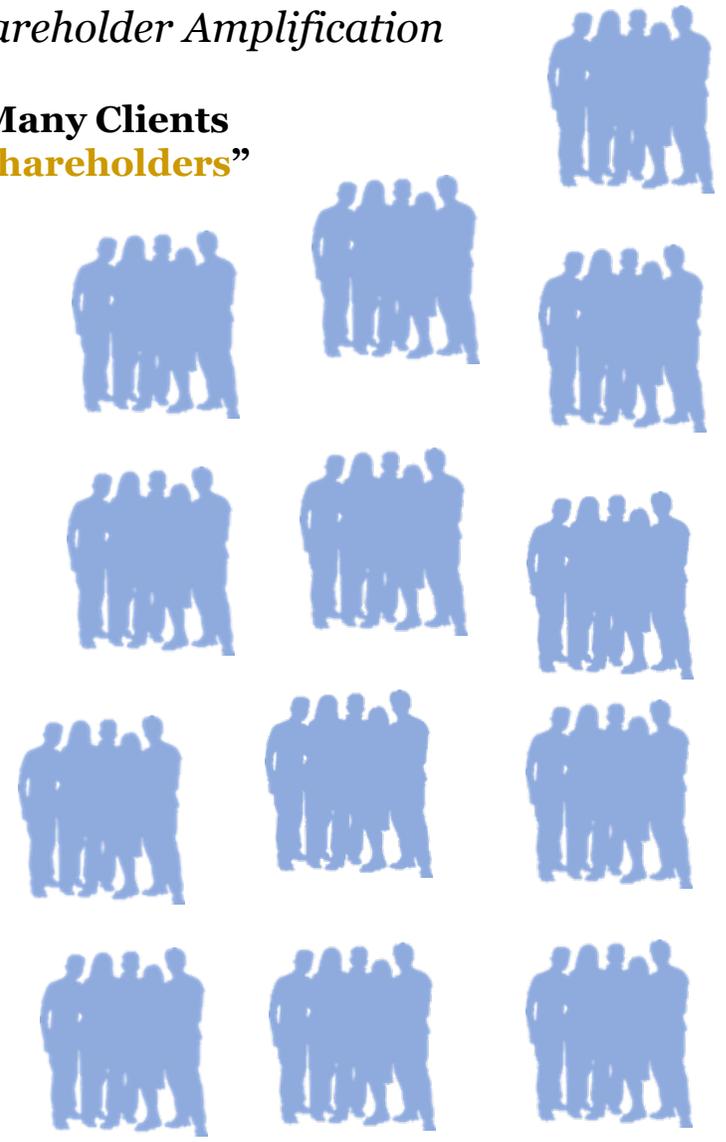
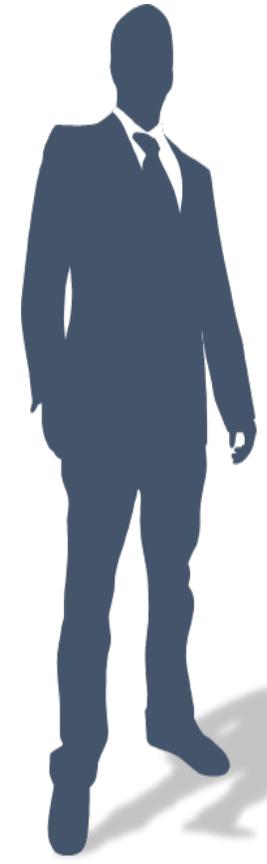
- Broker-controlled assets total \$30-40 trillion—more than double the combined institutional capital available to micro, small, and mid-cap firms (\$4.2 trillion)—because so much capital is indexed and unavailable for active investment decisions.
- Broker networks open the door to a much broader investor base, which is essential for smaller companies that typically struggle to attract institutional attention and adequate trading liquidity.
- By leveraging broker relationships, smaller-cap firms can access significant pools of “unexpressed” liquidity and active investors that traditional institutional channels do not reach—dramatically improving their capital-raising opportunities



Acorn delivers your Investment Thesis directly to every qualified broker—each one connecting you to 300–500 investors.

Shareholder Amplification

One Broker ----- **Many Clients**
“Shareholders”





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**Thank
You**

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