


COPY ELEMENTS: OUR VOICE

How we want to sound	How we want people to feel	Example of how we portray it
Confident	"I'm in good hands. They know what they're doing."	Quote from Ivan Zlatař in a B2B press release: "All of the premium investment intelligence we offer—from earnings and insights to visualizations and analysis—is derived from carefully aggregated data to deliver everything you need to build a winning investment intelligence platform."
Passionate	"I can tell they're excited about what they do. They're really invested in their work."	Website copy on atom.finance: Our Earnings analysis hub will be your investors' favorite destination every earnings season. Get updated coverage on earnings announcements, view earnings vs. consensus estimates for a specific security, easily access related news, documents, and more.
Good-natured	"This brand, and the people behind it, are likable. Nobody takes themselves too seriously."	Tweet to introduce March's most popular news topics: March came in like a lion, and out like an electric car.  <small>Learn more about your favorite ></small>
Knowledgeable	"I can tell they know what they're talking about—from software development to the industry and beyond. If I don't understand what they're talking about, I feel comfortable asking questions."	LinkedIn We want to help you serve your investors. Our embedded UIs, APIs, and SDKs can help you make your brand stand out, create income streams, and engage your investors with an immersive experience that will captivate them from research through trade execution.

VALUE PROPOSITION: WHAT'S IN IT FOR THEM?

Why Atom	
The pour ...	The top off
Speed to market	Integrate in days—launch in weeks
Customization	Serve novice, casual, and advanced investors
Value	Get cleaned aggregated data from multiple sources—without having to sign a data contract
Proprietary perspectives	Present actionable insights and unique visualizations
Flexibility	Create an engaging one-stop investing experience or mix and match modules
Investor focus	Get a product that's inspired by feedback from real investors
Benefits to potential business partners:	
The pour ...	The top off
Brand differentiation	Offer the best insights and visualizations
Revenue	Introduce subscription-based services
Client engagement	Keep investors on your platform
Client empowerment	Arm investors with the information they need
Benefits to investors:	
The pour ...	The top off
Immersive investment experience	A one-stop investment experience
Institutional-quality resources	No barriers to accessing information
Original insights	Knowledge you won't find anywhere else
Personalized decision-making support	Content that's tailored to your skill level

OUR VALUES

Reliability

When you can rely on a company's employees, products, services, and support, you develop trust. We believe trust is the foundation of a strong relationship.

Talent

We're quick learners with unique skill sets and an aptitude for problem solving. Collectively, our employees form a diverse talent pool that executes sound judgment.

Dedication

We work hard to deliver the highest-quality products and services. If something doesn't meet your expectations, we want to know about it.

Insight

Our knowledge of investor behavior provides meaningful insights that guide our product development initiatives and keeps our focus on investors.

Innovation

We ask questions, experiment, and improve our products with each iteration. We're passionate, a little quirky, and committed to lifelong learning.

Future focused

We monitor investor behavior, track industry trends, and anticipate investors' future needs. We continuously enhance our products and expand our products based on consumer feedback and market research.