

PRODUCT LAUNCH PRESS RELEASE

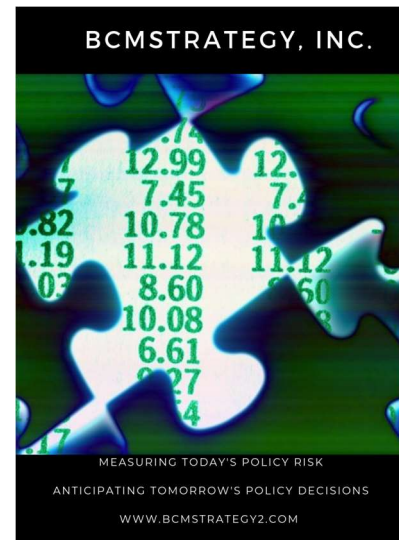
CONTACT INFORMATION:

BCMstrategy, Inc.

Barbara C. Matthews

703-401-7239

info@bcmstrategy2.com



FOR IMMEDIATE RELEASE

BCMstrategy, Inc. Announces Launch of Patented Policy Risk Measurement Tools

Alexandria, VA (5 January 2019) – BCMstrategy, Inc. is excited to announce the launch of its first policy risk measurement toolkit and an Early Adopter Program. The toolkit provides objective, transparent data to capital market and government relations professionals through daily interactive measurements of global public policy activities in four issue areas: Trade, Brexit, FinTech, and Banking. It also provides unlimited search and time series generation.

BCMstrategy, Inc. believes that these tools will deliver significant informational advantages and operational efficiencies for analysts and strategists responsible for engaging with the public policy cycle. Delivering daily interactive measures of policy momentum will facilitate engaging with the policy cycle based on concrete facts. In the process, the toolkit also combats vulnerability to fake news and rumors.

Background on the patent: The patented technology at the core of the BCMstrategy, Inc. toolkit is a MetaData tagging process that translates the language of public policy (unstructured data) into integers (structured data) that support a range of data visualizations and predictive analytics. The process thus automates the first steps of policy analysis, accelerating the ability to generate predictive analytics. The process was invented by the company's Founder & CEO in 2010 when she was providing predictive analytics to large asset managers during the financial crisis. The patent was filed in 2011 and was granted in 2016. Angel investment in early 2017 providing funding for early stage product development.

Background on BCMstrategy, Inc.: BCMstrategy, Inc. is a start-up technology company operating at the frontier of enhanced cognition and the data revolution. More information about the company can be found here: www.bcmstrategy2.com. More information about the first suite of technology products currently available can be found here: <https://www.youtube.com/watch?v=gG3y6gOOg8o>



###