PRODUCT LAUNCH PRESS RELEASE
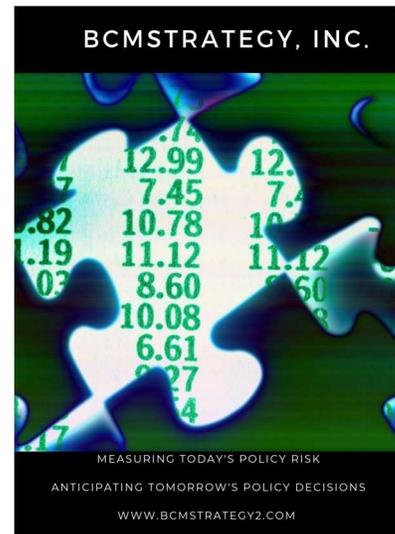
CONTACT INFORMATION:

BCMstrategy, Inc.

Barbara C. Matthews

703-401-7239

PolicyMeasures@bcmstrategy2.com

FOR IMMEDIATE RELEASE

BCMstrategy, Inc. Expands Availability of Patented Policy Risk Measurement Tools

Toronto, Ontario (21 May 2019) – BCMstrategy, Inc. is excited to announce the launch expanded access to public policy risk metrics. The expanded product offerings will provide capital market participants, FinTech firms, and advocates with additional ways to access policy trend projection capabilities powered by patented technology.

The new offerings provide 360 degree visibility of global policy trends in three key areas: FinTech regulation (monthly), cryptocurrency and payments regulation (weekly), and USMCA ratification (weekly). Expanded issue coverage is expected in the second half of 2019. Aggregated data analysis from the BCMstrategy, Inc. platform will be available to subscribers, just in time for the summer summit season when the Group of Seven, the Group of Twenty, the Financial Stability Board, and other policymakers meet.

Based in Alexandria , VA the company announced the product launch in Toronto, Canada at the Collision 2019 conference where it is exhibiting its new technology platform. BCMstrategy, Inc. was awarded the opportunity to participate in Collision by the Alexandria Economic Development Partnership (AEDP) earlier this year. For additional background on this opportunity, please see this technical.ly story and this BCMstrategy, Inc press release. Collision is the fastest growing technology conference in North America. For more information on Collision, please see www.collisionconf.com.

BCMstrategy, Inc. believes that these tools will deliver significant informational advantages and operational efficiencies for analysts and strategists that engage with the public policy cycle. "We are excited to help firms harness the power of the data revolution in order to minimize their exposure to public policy risk by providing to them objective, transparent data in a range of formats," said Barbara C. Matthews, Founder and CEO of BCMstrategy, Inc. "Our patented data provides a unique value proposition for firms seeking more effective tech-savvy ways to assess and anticipate public policy risks. Even a small shift in public policy can have a material impact on the viability of a business."

The new products provide high level data analysis and policy trend projection through regularly issued reports.

- Weekly analysis on Friday will identify prevailing policy trends globally at the intersection of cryptocurrency regulation, payment systems regulation, and e-currency (including central bank digital currency) regulation.
- Monthly analysis will deliver macrotrend projection regarding the FinTech industry as a whole, with separate sections assessing trends in insurtech, payments/digital assets, and banking.

The reports will all be data-driven, relying on observed policy developments globally. They will include data visualizations from the platform.

The reports will broaden the availability of this data-driven approach to public policy risk management to small and medium-sized companies that do not need daily interactive data access. They also decrease the distractions of the noisy news cycle and decrease the time wasted on reaction functions, thus delivering significant efficiency gains for companies without government relations teams in multiple national capitals.

"We are committed to helping professionals at companies of all sizes read smarter and connect the dots faster when it comes to the often chaotic news cycle regarding FinTech public policy," said Ms. Matthews. "As a small company, we understand well the challenges that small companies have when seeking to acquire information and react strategically to new developments. This is why we built the platform in the first place. Today's launch of these three publications makes it possible for more companies to achieve efficiency gains and make smarter business decisions with a clearer picture of looming policy risks made possible by advanced technology. When those companies grow and require daily interactive platform access, we will be glad to design transition products to suit their needs as well."

Background on BCMstrategy, Inc.: BCMstrategy, Inc. is a start-up technology company operating at the frontier of enhanced cognition and the data revolution. It uses patented technology to translate the language of the public policy process into structured data that powers predictive analytics. 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

See Policy Risk
Quantified Daily,
Automatically &
Transparently

###