

**Tagline for a Research, Financial Analysis and Business Intelligence Company:**

**Company Name: JC Analytics**

**Short Company Description:**

JC Analytics is a startup which will provide research, financial analysis and business intelligence solutions via the internet. JC Analytics takes advantage of e-financial-statements to extract information and to provide an online analysis tool where users can analyze data (with graphics support) or download reports to Excel. Target customer group are finance and investment professionals. Unique selling propositions are the granularity of data, breath of the data universe, speed of analysis state-of the art technology including internet and mobile distribution,

**Brand Values to convey:**

- Trustworthiness
- Globally
- Knowledge & Insight
- Strategic Thinking
- Innovation

**Tag-lines ideas to get started:**

- Looking through Financials
- Instant Financial Research
- Expanding Your Financial Data Universe
- XBRL Business Intelligence

**Current Company Logo (which is currently in a contest for renewal as well):**



JC ANALYTICS

XBRL BUSINESS INTELLIGENCE