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KALEIDOSCOPE OVERVIEW



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KALEIDOSCOPE
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Comprehend the Entire Landscape with Confidence

What's Kaleidoscope? It's a flexible, comprehensive research source for public company information. Its search flexibility and extensive content enables people of all skill levels in organizations to utilize the power of the AI-based technology to pinpoint those golden nuggets of information within SEC filings and connects the dots to other related content.

Delivers a 360° Landscape View of Securities Research

Whether your research revolves around a financial or legal function, companies, industry sectors, people, stock, geographical locations, trends or sample disclosure language, Kaleidoscope's flexibility supports researchers of all experience levels. Kaleidoscope brings together seemingly disparate pieces of data coalesce to form a 360° view of your specific research.

Why Kaleidoscope? Because Visual = Faster, Easier Research

Reviewing "dense text" lists of search results is time-consuming, tiring, and tedious, even for the most experienced researcher.

*"Research shows that human minds react, absorb, and retain more information through colorful visual stimulation and graphics. A relevant chart can unveil vital data trends immediately. In fact, by one estimate, visuals communicate information [60,000 times faster than text](#). Meanwhile, [color](#) can play a strong role in memory too. Scientists have observed a [significant improvement in memory recognition](#) when study participants are presented with color images vs. black-and-white images. But our brains are uniquely wired to take in and process a huge quantity of visual data. Human eyes can register a stunning [36,000 visual messages per hour](#). Think about reading 36,000 words per hour. . . . the average reader, who reads about [250 words per minute](#) totaling 15,000 words per hour . . . consider also that one image contains so much more information than one word. **Bottom line:** visuals communicate much more information, much faster." Author [Erin McCoy](#).*



At Kaleidoscope, the goal is to make SEC / securities research faster and easier by enriching the user experience with interactive charts and graphs that **immediately** convey meaningful statistics and quantitative metrics about the search results and dynamic filtering for quick, pinpoint accuracy. **Color-coding** is an important feature of Kaleidoscope’s user interface as it delineates sections for easier identification and enables faster recognition of differing types of filings throughout the system.

Searching SEC Filings and Connecting the Dots

Far more than just SEC filings, Kaleidoscope contains a comprehensive collection of relevant data to help fill in the blanks. From filings to current stock data and charts, transcripts of earnings calls, comment letters, executive compensation, corporate affiliations, insider transactions, news and events, Kaleidoscope delivers the full landscape of information. This aggregated approach enables users to view the big picture in just seconds, not hours. (360Focus Corporate Profiles, Due Diligence Reports and Leadership Profiles).

Benchmarking Disclosures

For a deep dive to explore and compare how peers and competitors are handling disclosures on new accounting standards or SEC requirements, Kaleidoscope’s powerful Expression search and custom peer group filter pinpoints clauses, phrases and keywords displaying highlighted results in context for easy recognition. Add the immediate ability to compare amended filings with the original, without losing the search string, helps you stay focused and enables an uninterrupted workflow.

Surfacing Relevant Data

News about the world is reported 24/7 today. In Kaleidoscope, real-time news about new filings, IPOs, Bankruptcies, future Earnings Releases, and more, are surfaced in 3 ways:

- 1) User-defined **Alerts** via email,
- 2) **Dashboard** modules posted on the landing page surface important metrics, lists and links to industry sectors, company filings, or new agreements between companies, and

3) the **Events** section where more sophisticated pattern matching technology creates news and metrics on 8-K subjects, such as changes in Leadership, Proxy Fights with activist investors, financial restatements and other “red flag” events. The interactive (not static) graphs and charts work as post search filters and reveal dynamic metrics underlying every change in the search results.

This example of EVENTS surfaced automatically in real-time by Kaleidoscope shows seven (7) layers of data, easily identified for Director Changes over the period of a year.

1. Volume by month
2. Activity Timeline
3. List of Disclosures
4. Link to the Filing
5. Link to Company
6. Top 10 Companies
7. Top 10 Industries



Who uses Kaleidoscope?

Professionals from all walks of life who need detailed information on public companies, executives, directors, agreements/contracts, financial data, compensation plans, and corporate history. From strategic boardroom due diligence and decisions on M&A targets, to operational external reporting, or identifying disclosures by competitors, prospective donors for fundraising, or alerting on IPOs at a local or national or international level, Kaleidoscope supports all these areas of interest and much more.





Continue for more details on content, functionality, and reports. . .

Content and Functions in Kaleidoscope Professional Version





Kaleidoscope aggregates, filters, tags, and cross-references data from around sources worldwide. The most recent addition to the content set is SEDAR, Canadian funds, and corporate filings. The list below represents the content as of January 2022.

- **Primary Content:**





-  Electronically filed SEC Filings and Comment Letters - 1994 to date
 - *Corporate, Funds, Investment Management Companies, Investment Advisors*
 - *Foreign Private Issuers and Foreign Government Filings*
 - Periodic Reports – Annual, Quarterly, Current, Proxy, Prospectuses
 - IPOs, SPOs, DRS
 - Mergers and Acquisitions
 - Tender Offers
 - Registered Offerings
 - Prospectuses, Amendments and Statements of Additional Information
 - Offering Circulars
 - Exempt Offerings
 - Form D Exempt Offerings
 - Form C - Crowdfunding Offerings
 - Agreements and Exhibits Databases
 - Template Forms for Securities & Agreements Drafting
 - Employee Retirement, Savings & Investment Plans
 - Corporate Governance Filings
 - Insider Holdings & Transactions Data
 - Institutional Holdings
 - Beneficial Ownership
 - Comment Letters
 - No-Action Letters
 - SEC STAFF Letters, Litigation, Press Releases, Administrative Proceedings, Judges, Rulings, Proposed Rules, Final Rules, Interpretations, Guidance & Actions
 - XBRL & iXBRL
-  10-yrs Financials, compares year over year, quarter over quarter,
-  End of Day Stock Pricing for corporates and funds, shown in Company Profile
-  Industry & Investor News with access to ratings, winners / losers, etc.
-  Press Releases from global press release distributors
-  Transcripts – text, audio and list of participants and analysts
-  SEC Forms, Rules and Regulations
-  SEC News on litigation, enforcement, and administrative proceedings.
-  SEDAR (optional add-on) – 1997 to date, corporate and fund filings

-  SEDAR Regulations, Rules and Links
-  **Derived Databases** – Kaleidoscope extracts specific datasets with full text research on:
 - Agreements – (1994 - present) precedent material contracts and forms of agreements
 - Exhibits (1994 - present) – Bylaws, Articles of Incorporation, subsidiaries, accounting firm reports, etc.
 - Executives and Directors - Bios, agreements, compensation, affiliations and stock holdings.
 - Insiders – How much stock so they own? Options? Awards? Are they buying or selling?
 - Institutional Holders – Which institutions own large amounts of company stock? Percentage of change from one quarter to another. Top buyers and sellers.
 - Events – Changes that make a material difference to the company bottom line.
- **HELP Library**
 -  On-demand Video Training – 2-3 minute segments focusing on searching and functions
 - KS Library – Contains hundreds of tested Searches on a variety of topics, which can be modified and saved to your personal searches or alerts.
-  **Resource Links** to Standards and Regulatory Information
 - **e-CFR** – electronic Code of Federal Regulations
 - **SEC Final Rules**,
 - **SEC Financial Reporting Manual**
 - **SEC Forms List** - links to form and instructions
 - **AICPA** Financial Reporting Center
 - **FASB** News & Standards
 - **PTAB** – Patent Trial and Appeal Board
 - **PCAOB** – Public Company Accounting Oversight Board Standards
 - **FINRA** - Financial Industry Regulatory Authority Standards, Regulations & Enforcement
 - **SEDAR** Rules and Regulatory Information, Forms and Links
 - **IFRS** – International Financial Reporting Standards
 - **FINTRAC** – Canadian enforcement re: money laundering





Major Search Functionality:

- **Searchable Databases : SEC Filings, Transcripts,**
 -  **Derived Databases** – Kaleidoscope extracts specific datasets to facilitate full text research on:
 - Agreements – material contracts and forms of agreements
 - Exhibits – Bylaws, Articles of Incorporation, subsidiaries, accounting firm reports, etc.
 - Executives and Directors - Bios, agreements, compensation, affiliations, and stock holdings.
 - Insiders – Who are insiders? How much stock so they own? Are they buying or selling?
 - Institutional Holders – Which institutions own large amounts of company stock? Percentage of change from one quarter to another.
 - Events – changes that make a material difference in the company lifecycle.
 -  **Powerful Search with Boolean operators**
 - Simple operators: (AND, OR, NOT)
 - Advanced operators for:
 - proximity, sequence, stemming, wildc?rd
 - parentheses for grouping and nesting of related words, phrases and complex queries
 - quotation marks for special characters and numbers
 -  **Search Filters by:**
 - Form, Form Group,
 - Industry/s,
 - Date Ranges,
 - Location, (city, state, country, zip code, incorporation state)
 - Entity Filer Status, (large accelerated, accelerated, non-accelerated, etc.)
 - Custom Peer Groups
 - Experts (accounting firm or law firm)
 - Revenue
 - Stock Index
 -  **Section Searching** – pinpoints keywords, phrases, and complex queries with specified sections of:
 - 10-Ks, 10-Qs, 8-Ks and 20-Fs







- **Surfaced Filings Data, Analytics, Metrics**

-  **Interactive Charts** – Results charts dynamically display the trends and metrics of the search results
 -  **Date Range and Volume Chart** – filter filings, exhibits, and agreements by month day or year.
 - **Companies** – Features top 10 companies and a complete list of companies matching your results.
 - **8-K Items Chart** – Descriptions for each item and the number of filings with your language.
 - **Industry Sectors** displayed as a Bar Chart showing the top 10 most impacted groups
 - **Forms and Form Groups** – Pie Charts display the volume of filings matching each result.
-  **Dashboards** – surface real-time filings on subjects such as IPOs, Bankruptcy, Leadership Changes, ESG initiatives, DEI disclosures, Latest Agreements, New Hire Executive Salary and Bonuses and Earnings Calendar.
-  **Events** – Headlines and links to source filings on key material events displayed with interactive charts and metrics on volumes by date, by industry distribution, and company list.






- **Special Reports**

-  **360Focus – comprehensive company profiles** – all company related stock data, financials, news and filings aggregated into one convenient location.
-  **Due Diligence Report**
-  **Leadership Profiles of Executives & Directors**
-  **Affiliations** – Executives and Directors are charted and linked to other company boards.

- **Collaboration & Personalization Features**

- **Highlighted Blurbs/Keywords in Context**, linked to the Outline and Page.
- **Blacklined Comparison of Filings** – scans and displays ~~deletions~~ and **added language**
-  **Saved Searches & Alert Management**
-  **Share Queries and Results with colleagues**
-  **My Projects** - Gather and store filings, exhibits and agreements for future print/save.
-  **API Option** – Search, verify and export the “coded” targeted results into your proprietary platform. Like an alert, the API Option automatically updates as new documents arrive that match your criteria.
-  **Peer Groups/Watchlists** – create custom peer groups, review relative EOD stock price, and executive compensation comparisons.
-  **KS Library** provides search templates on hundreds of topics.

- **Export Options**

-  **Mass Download** - filings, exhibits and agreements.
-  **Export Search Results to Excel** with *[link to original filing](#)*.
-  **Table Export to Excel** – Export all tables in the filing at once, or individual tables as needed.
- **XBRL and iXBRL** export data to Excel or print to file or PDF, including Notes to Financial Statements.
-  **Alerting** on keywords, complex full text expressions, companies, filing types, location, filer size, auditor or law firm, debt, notes, offering circulars, IPOs, etc.
-  **End User API Option** – Search, verify and export the “coded” targeted results into your proprietary platform. Like an alert, the API Option automatically updates as new documents arrive that match your criteria.

- **Expert Customer Support**

- **Video Library** delivers on-demand training in short 2-5 minute modules
- **Online Training** – individual or groups
- **Research Assistance** from US based SEC filings expert research staff



We invite you to give Kaleidoscope a try. [Just register](#) for a **free 14-day trial at www.kscope.io** No hassle, no credit card required. Just enter your name, [business email address](#) and a valid phone number. These are only used to provide support and training. Your information is secure, and Kaleidoscope does not sell your information to third parties.

About Us

Memterra, LLC. is an independent company d/b/a Kaleidoscope. We chose this name because depending on the “lens” or point of view, SEC filings are loaded with vital information, “golden nuggets”, which the AI/PMT/ML technologies we employ “under the search engine hood”, can be easily focused to “mine those nuggets” for your specific use.

Founded in 2018 and based in Dallas, Texas, the team has over 70 years combined experience creating SEC filings research tools, website disclosure solutions for investor relations webpages, commercial APIs and “plug ‘n play” modules for other applications. Currently, Kaleidoscope powers more than 3,000 corporate websites with SEC filings and hundreds of commercial financial websites through 3rd party partnerships. You can count on Kaleidoscope as a fair, reliable partner. As a company we are committed to our clients and continuous improvements. You will find no better service from any other SEC research provider.



For help, more information,  Toll Free: 866.572.6731 or  Email sales@kscope.io

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