**May 14th 2014**

**Jack Jones**   
VP of Strategic Planning

ABC Industries

**Lockheed Martin and ROI Release an advanced Global Predictive Modeling System.**

Dear Mr. Jones

Recently Lockheed Martin and (ROI) Return on intelligence announced the release of **Global Predictive Modeling System (GPMS)** to provide real time analysis for risk mitigation and optimal Global Resource Management for organizations like yours.

Based on your Online profile and Job title we would like to invite you to review the cutting edge tool set that will allow your analysts powerful capability to anticipate and respond to instability and mitigate risk anywhere in the world. We would ask for the opportunity to present the findings elements that make up the system to you in a 30 minute call.

The key elements that make the system unique include:

* **iData** is the worlds largest repository of new stories with over 30 million stories and 6000 news feeds that grows daily
* **iTrace** converts the news reports into structured information from which structured analytics are used to measure interaction intensity and political activity and easily display trends by type, by country and by groups involved
* **iCast** provides a new way of forecasting instability events around the world creating forecasts with greater than 90% accuracy.
* **iSent** Harnesses social media to understand regional events, trends and sentiment

Professional organizations have found these tools invaluable for risk assessment, asste allocation and running predictive analysis while modeling different political scenarios. We will share best practices as developed by respected peers and provide additional ideas on how to use the tools to develop actionable intelligence on the most complex situations

We have included a brief two page GPMS overview for your review.

We will contact you to arrange opportunity to discuss the application of the tools to specific areas of focus for your strategic planning efforts. This offer is strictly focused on executives with the experience and position we are looking forward to your participation. We find new applications for GPMS every time we discuss it with a new organization

Sincerely,