

## MIRA INFORM REPORT

<b>Report No. :</b>	531123
<b>Report Date :</b>	24.09.2018

### IDENTIFICATION DETAILS

<b>Name :</b>	INNOVATE MR, LLC
<b>Registered Office :</b>	2140 S Dupont Hwy, Camden, Postal Code: 19934
<b>Country :</b>	United States
<b>Financials (as on) :</b>	2016 (Summarized)
<b>Date of Incorporation :</b>	29.01.2014
<b>Legal Form :</b>	Limited Liability Company
<b>Line of Business :</b>	Provides access to survey respondents around the world, who are available to participate in market research surveys
<b>No. of Employees :</b>	85

### RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23<sup>rd</sup> January 2017)

<b>MIRA's Rating :</b>	A
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Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

<b>Status :</b>	Satisfactory
<b>Payment Behaviour :</b>	No Complaints
<b>Litigation :</b>	Clear

#### NOTES :

Any query related to this report can be made on e-mail : [infodept@mirainform.com](mailto:infodept@mirainform.com) while quoting report number, name and date.

### ECGC Country Risk Classification List

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Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
United States	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

**UNITED STATES - ECONOMIC OVERVIEW**

The US has the most technologically powerful economy in the world, with a per capita GDP of \$59,500. US firms are at or near the forefront in technological advances, especially in computers, pharmaceuticals, and medical, aerospace, and military equipment; however, their advantage has narrowed since the end of World War II. Based on a comparison of GDP measured at purchasing power parity conversion rates, the US economy in 2014, having stood as the largest in the world for more than a century, slipped into second place behind China, which has more than tripled the US growth rate for each year of the past four decades.

In the US, private individuals and business firms make most of the decisions, and the federal and state governments buy needed goods and services predominantly in the private marketplace. US business firms enjoy greater flexibility than their counterparts in Western Europe and Japan in decisions to expand capital plant, to lay off surplus workers, and to develop new products. At the same time, businesses face higher barriers to enter their rivals' home markets than foreign firms face entering US markets.

Long-term problems for the US include stagnation of wages for lower-income families, inadequate investment in deteriorating infrastructure, rapidly rising medical and pension costs of an aging population, energy shortages, and sizable current account and budget deficits.

The onrush of technology has been a driving factor in the gradual development of a "two-tier" labor market in which those at the bottom lack the education and the professional/technical skills of those at the top and, more and more, fail to get comparable pay raises, health insurance coverage, and other benefits. But the globalization of trade, and especially the rise of low-wage producers such as China, has put additional downward pressure on wages and upward pressure on the return to capital. Since 1975, practically all the gains in household income have gone to the top 20% of households. Since 1996, dividends and capital gains have grown faster than wages or any other category of after-tax income.

Imported oil accounts for more than 50% of US consumption and oil has a major impact on the overall health of the economy. Crude oil prices doubled between 2001 and 2006, the year home prices peaked; higher gasoline prices ate into consumers' budgets and many individuals fell behind in their mortgage payments. Oil prices climbed another 50% between 2006 and 2008, and bank foreclosures more than doubled in the same period. Besides dampening the housing market, soaring oil prices caused a drop in the value of the dollar and a deterioration in the US merchandise trade deficit, which peaked at \$840 billion in 2008. Because the US economy is energy-intensive, falling oil prices since 2013 have alleviated many of the problems the earlier increases had created.

The sub-prime mortgage crisis, falling home prices, investment bank failures, tight credit, and the global economic downturn pushed the US into a recession by mid-2008. GDP contracted until the third quarter of 2009, the deepest and longest downturn since the Great Depression. To help stabilize financial markets, the US Congress established a \$700 billion Troubled Asset Relief Program in October 2008. The government used some of these funds to purchase equity in US banks and industrial corporations, much of which had been returned to the government by early 2011. In January 2009, Congress passed and former President Barack OBAMA signed a bill providing an additional \$787 billion fiscal stimulus to be used over 10 years - two-thirds on additional spending and one-third on tax cuts - to create jobs and to help the economy recover. In 2010 and 2011, the federal budget deficit reached nearly 9% of GDP. In 2012, the Federal Government reduced the growth of spending and the deficit shrank to 7.6% of GDP. US revenues from taxes and other sources are lower, as a percentage of GDP, than those of most other countries.

Wars in Iraq and Afghanistan required major shifts in national resources from civilian to military purposes and contributed to the growth of the budget deficit and public debt. Through FY 2018, the direct costs of the wars will have totaled more than \$1.9 trillion, according to US Government figures.

In March 2010, former President OBAMA signed into law the Patient Protection and Affordable Care Act (ACA), a health insurance reform that was designed to extend coverage to an additional 32 million Americans by 2016,

through private health insurance for the general population and Medicaid for the impoverished. Total spending on healthcare - public plus private - rose from 9.0% of GDP in 1980 to 17.9% in 2010.

In July 2010, the former president signed the DODD-FRANK Wall Street Reform and Consumer Protection Act, a law designed to promote financial stability by protecting consumers from financial abuses, ending taxpayer bailouts of financial firms, dealing with troubled banks that are "too big to fail," and improving accountability and transparency in the financial system - in particular, by requiring certain financial derivatives to be traded in markets that are subject to government regulation and oversight.

The Federal Reserve Board (Fed) announced plans in December 2012 to purchase \$85 billion per month of mortgage-backed and Treasury securities in an effort to hold down long-term interest rates, and to keep short-term rates near zero until unemployment dropped below 6.5% or inflation rose above 2.5%. The Fed ended its purchases during the summer of 2014, after the unemployment rate dropped to 6.2%, inflation stood at 1.7%, and public debt fell below 74% of GDP. In December 2015, the Fed raised its target for the benchmark federal funds rate by 0.25%, the first increase since the recession began. With continued low growth, the Fed opted to raise rates several times since then, and in December 2017, the target rate stood at 1.5%.

In December 2017, Congress passed and President Donald TRUMP signed the Tax Cuts and Jobs Act, which, among its various provisions, reduces the corporate tax rate from 35% to 21%; lowers the individual tax rate for those with the highest incomes from 39.6% to 37%, and by lesser percentages for those at lower income levels; changes many deductions and credits used to calculate taxable income; and eliminates in 2019 the penalty imposed on taxpayers who do not obtain the minimum amount of health insurance required under the ACA. The new taxes took effect on 1 January 2018; the tax cut for corporations are permanent, but those for individuals are scheduled to expire after 2025. The Joint Committee on Taxation (JCT) under the Congressional Budget Office estimates that the new law will reduce tax revenues and increase the federal deficit by about \$1.45 trillion over the 2018-2027 period. This amount would decline if economic growth were to exceed the JCT's estimate.

Source : CIA

## **STATUTORY INFORMATION**

Address in the order	16000 VENTURA BLVD, SUITE 806, ENCINO, CA 91436, United States (The address in the order corresponds to a company's facility)
Legal Name	INNOVATE MR, LLC
Trade Name	INNOVATE MR
ID	ID
ID Details	5473655
Creation Date	2014
Incorporation Date	1/29/2014
Legal Address	REGISTERED AGENT INFORMATION Name: PARACORP INCORPORATED Address: 2140 S DUPONT HWY City: CAMDEN County: Kent State: DE Postal Code: 19934 Phone: 302-697-4590
Operative Address	16133 Ventura Blvd., Suite 265, Encino, CA 91436, USA
Telephone	(+1) 888-229-6664 / (818) 253-5561
Fax	(+1) 888-229-6664 / (818) 253-5561
Legal Form	Limited Liability Company
E-Mail	sales@innovatemr.com / matt@innovatemr.com
Registered In	DELAWARE
Website	www.innovatemr.com
Contact	George Llorens, Co-Founder
Staff	85 employees
Activity	SIC CODE: 5199 , 7311 , 7312: Advertising & Marketing Industry

## **BANKS**

Name of Bank	Reported Amount
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There are not informed banks

Description

The company does not make its banking data public.

## **HISTORY**

History

INNOVATE MR, LLC was founded in 2014.

Key Developments

NA

Parent Company

NA

## **PRINCIPAL ACTIVITY**

General Description

INNOVATE MR, LLC provides access to survey respondents around the world, who are available to participate in market research surveys.

Service/Product Description

SERVICES  
AUDIENCE SAMPLING  
GLOBAL ACCESS PANELS  
PANEL RECRUITMENT  
PROGRAMMING & REPORTING  
B2B PANEL  
CAPABILITIES & REACH  
CASE STUDIES  
PANELBOOK  
DEVELOPER API  
ESOMAR 28 ONLINE  
Wholesale and Retail

Sales

National and International

Operations Area

Export To

UK

Employees

85 employees

Payments With Suppliers

No Complaints

Brands

Brand

Comments

FIRST CLASS PANEL

NA

REPScore

NA

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REAL PEOPLE QUALITY DATA NA  
POINTCLUB NA

Clients Name of Client	Country	Comments
COMSCORE	USA	NA
CONSUMER REPORTS	USA	NA
HALL PARTNERS	UK	NA
MILLWARD BROWN	UK	NA

Comments The company`s main clients include national companies and private customers.

Suppliers Supplier Name	Country	Comments
There are not informed suppliers		

Comments -

Location  
Headquarters 16133 Ventura Blvd., Suite 265, Encino, CA 91436, USA  
Branches The company has a facility in New York  
Industries NA

## **GROUP STRUCTURE AND SUBDIARY COMPANIES**

Listed at the stock exchange NO  
Capital NA  
Shareholders (%) This is a private company. The company does not disclose information on shareholders. The following information has been obtained through private sources and could not be confirmed:  
Major holders are: George Llorens, Gregg Lavin and Matt Dusig



**MIRA INFORM PRIVATE LIMITED**  
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 Malad (West), Mumbai - 400 064. INDIA  
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 Fax : 91-22-40448045 / 40448046  
 E-mail : mira@mirainform.com  
 info@mirainform.com  
 Website : <http://www.mirainform.com>  
<http://www.miraglobalcheck.com>  
<http://www.miraglobalcollections.com>

Management	George Llorens, Co-Founder Gregg Lavin, Co-Founder Matt Dusig, Co-Founder Michael Anderson, President Lisa Wilding-Brown, Chief Research Officer Rodney Lazar, Executive Vice President Vanessa Carey, Senior Vice President Brittany Nelson, Director of Sampling Edward Russo, Executive Vice President, Global Marketing Amanda Keller-Grill, Vice President, Global Client Services & Product Brittany Nelson, Accountant Vice President, Global Bid Management & Sampling Jeff Gerkin, Vice President, Sales Rie Nagai, Managing Director, EMEA Shalabh Mathur, Managing Director, India NA
Subsidiary Companies	
Related Companies	The company has facilities in LONDON and NEW DELHI

## **FINANCIAL INFORMATION**

General Description	The company does not make its financial statements public. The following information has been provided by private sources:
Year/Currency	2016 USD
Sales	5,000,000
Money Flow	Normal
Import Fob Dollar Year	Amount
There are not Import Fob Dollar informed	
Export Fob Dollar Year	Amount
There are not Export Fob Dollar informed	

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## **LEGAL FILINGS**

Lawsuits

No records found

Trademarks

FIRST CLASS PANEL - Trademark Details

Status: 700 - Registered

Image for trademark with serial number 86798826

Serial Number86798826

Registration Number4992320

Word MarkFIRST CLASS PANEL

Status700 - Registered

Status Date2016-07-05

Filing Date2015-10-26

Registration Number4992320

Registration Date2016-07-05

Mark Drawing4000 - Standard character mark Typeset

Published for Opposition Date2016-04-19

Law Office Assigned Location CodeL90

Employee NameSOBRAL, CHRISTINA

REPSCORE - Trademark Details

Status: 700 - Registered

Image for trademark with serial number 87677962

Serial Number87677962

Registration Number5450457

Word MarkREPSCORE

Status700 - Registered

Status Date2018-04-17

Filing Date2017-11-09

Registration Number5450457

Registration Date2018-04-17

Mark Drawing4000 - Standard character mark Typeset

Law Office Assigned Location CodeL40

Employee NameESTRADA, LINDA M

FASTER ANSWERS - Trademark Details

Status: 602 - Abandoned-Failure To Respond Or Late Response

Image for trademark with serial number 87659962

Serial Number87659962

Word MarkFASTER ANSWERS

Status602 - Abandoned-Failure To Respond Or Late Response

Status Date2018-09-18

Filing Date2017-10-25

Mark Drawing4000 - Standard character mark Typeset

Law Office Assigned Location CodeL40

Employee NameESTRADA, LINDA M

REAL PEOPLE QUALITY DATA - Trademark Details  
Status: 700 - Registered  
Image for trademark with serial number 86871334  
Serial Number86871334  
Registration Number4993502  
Word MarkREAL PEOPLE QUALITY DATA  
Status700 - Registered  
Status Date2016-07-05  
Filing Date2016-01-11  
Registration Number4993502  
Registration Date2016-07-05  
Mark Drawing4000 - Standard character mark Typeset  
Published for Opposition Date2016-04-19  
Law Office Assigned Location CodeL90  
Employee NameSOBRAL, CHRISTINA

POINTCLUB - Trademark Details  
Status: 700 - Registered  
Image for trademark with serial number 86965952  
Serial Number86965952  
Registration Number5083998  
Word MarkPOINTCLUB  
Status700 - Registered  
Status Date2016-11-15  
Filing Date2016-04-06  
Registration Number5083998  
Registration Date2016-11-15  
Mark Drawing4000 - Standard character mark Typeset  
Law Office Assigned Location CodeL20  
Employee NameCRAWFORD, MARY E  
No records found

Patents Registered

Renewals

UCC (Uniform Commercial Code)

OFAC Sanctions List Search

No records found

No records found

The company is not listed in the OFAC list.

## **SUMMARY**

Summary

Founded in 2014, INNOVATE MR, LLC provides access to survey respondents around the world, who are available to participate in market research surveys.

The company has approximately 85 employees and

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info@mirainform.com  
Website : <http://www.mirainform.com>  
<http://www.miraglobalcheck.com>  
<http://www.miraglobalcollections.com>

generates an estimated USD 5 million in annual revenue.

The company exports to UK, operating within national and international markets.

This has been an ACTIVE company incorporated in DELAWARE in 2014.

## **RISK INFORMATION**

Debts	Controlled
Payments	No Complaints
Cash Flow	Normal
State	ACTIVE

## **INTERVIEW**

First Name	NA
Position	Operator
Comments	The person authorized to provide information about the company was not present, so we could not confirm further information.

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**FOREIGN EXCHANGE RATES**

Currency	Unit	Indian Rupee
US Dollar	1	INR 71.85
UK Pound	1	INR 95.15
Euro	1	INR 84.68
USD	1	INR 72.56

**Note :** Above are approximate rates obtained from sources believed to be correct

**INFORMATION DETAILS**

<b>Analysis Done by :</b>	VIVR
<b>Report Prepared by :</b>	KET

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**RATING EXPLANATIONS**

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)

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