

GLOBAL MINING INVESTOR ANALYSIS

The discoverability gap in TSXV mining capital.

Demographics · Psychographics · Digital discovery behaviour

Gold · Silver · Critical Minerals · TSXV / TSX · Global Capital Markets

\$1.9T

Global mining equity

~40%

TSXV from offshore

>85%

Research online first

41%

Gen Z / M use AI

The investor discovery journey has fundamentally changed.

The modern investor finds companies — not the other way around.

2010 — the old journey

Google search

↓ Research report

↓ Investor reads PDF

↓ Calls IR department

↓ Investment decision

2026 — the new journey

AI query — ChatGPT / Perplexity

↓ Community research (Reddit, X, YT)

↓ Website: thesis · management · catalysts

↓ Presentation download → IR email

↓ Investment decision

Most investors now perform independent online research before any IR contact — and AI is rapidly becoming the first touchpoint.

Market scale & internet dependency

The investor pool is global — and overwhelmingly internet-dependent.

\$1.9T

Global mining equity market capitalisation, 2025

~40%

TSXV volume from outside Canada — almost all internet-based

>85%

Retail investors conducting online research before any investment

41%

Gen Z & Millennials open to AI-managed investments (WEF 2024)

48%

Emerging-market investors willing to use AI for investment management

30%

Gen Z investing in early adulthood vs. 6% of Boomers at same age

Sources: TSX Exchange 2025 · WEF Global Retail Investor Outlook 2024 · FINRA Foundation 2025 · Apex Fintech / Nasdaq Gen Z Research

Institutional allocators

Pension funds · Sovereign wealth · Hedge funds · Gold ETF managers · Family offices

DEMOGRAPHICS

- Professional analysts & portfolio managers, typically 35–60
- Managed via mandates: ESG screens, inflation hedging, critical minerals, real assets
- 250+ global analysts formally cover TSX/TSXV-listed mining companies
- Represent highest-conviction, largest ticket capital in the market

DIGITAL & DISCOVERY BEHAVIOUR

- Website is first due-diligence platform before any analyst call
- Expect governance disclosures, ESG reports, management track record — immediately findable
- AI tools now embedded in analyst workflows at major institutions
- Weak digital presence signals management quality risk — not a marketing gap
- Structured content, SEDAR links, and financial dashboards are table stakes

Governance-first · ESG-screened · Long-term horizon · AI-assisted due diligence · Credibility-weighted

Institutions judge management quality partially by how professionally a company presents itself online — the digital first impression must do even more work.

Gen X self-directed investors (ages 45–60)

Largest wealth cohort · Highest mining sector familiarity · Core of TSXV retail volume

DEMOGRAPHICS

- Ages 45–60 · Peak earning years · Significant disposable investment capital
- Experienced multiple gold bull cycles — 2001–11 and 2018–present
- High risk tolerance for junior resource equities
- Aging out of accumulation phase — succession challenge for IR
- Significant TSXV trading volume — currently the anchor retail cohort

DIGITAL & DISCOVERY BEHAVIOUR

- Research via Stockwatch, Kitco, SEDAR filings, broker platforms, and company websites
- Highly responsive to news releases and CEO commentary
- Migrating to AI-assisted screening — tool adoption is underway
- Reads presentations but expects clear narrative beyond regulatory disclosure

Broker-platform native · News-release driven · CEO-credibility weighted · AI-adopting · Growth-oriented

The Gen X cohort is transitioning from passive website reader to active digital researcher — a poor website signals unprofessional management.

Millennials — ages 28–44

Gold ETF / app investors · Wealth-transfer recipients · Finfluencer-influenced · Most actionable IR growth target

DEMOGRAPHICS

- Ages 28–44 · Now in peak earning / early accumulation phase
- 54% began investing by age 23 — earlier entry than any prior generation
- Primary interest: gold-backed ETFs, investment apps, individual equities
- Recipients of the largest-ever intergenerational wealth transfer

DIGITAL & DISCOVERY BEHAVIOUR

- Heavy independent online research before any IR contact — mandatory
- ~50% use social media (Reddit, X, YouTube) as an investment input
- r/JuniorMining, r/investing, Stockhouse — community validation matters
- Respond to narrative, visual content, founder & management authenticity
- Actively using ChatGPT and Perplexity to screen and compare companies

Search-native · Narrative-driven · Social-influenced · ESG-aware · App-first · AI research users

The most actionable IR growth target for TSXV companies right now. Without search visibility, clear thesis or social presence, the company is invisible to this cohort.

Gen Z — ages 18–27: the AI-native cohort

AI-search primary · Deep pre-research · Platform native · Critical minerals & geopolitical framing resonates

DEMOGRAPHICS

- Ages 18–27 · Digital natives from birth
- 86% have learned about investing before entering the workforce (vs. 47% Boomers)
- 30% start investing in early adulthood vs. 6% of Boomers at same age
- Less drawn to traditional gold — respond to critical minerals narrative
- 25-year-olds with investment accounts: 6% in 2015 → 37% in 2024

DIGITAL & DISCOVERY BEHAVIOUR

- 40% spend 1 hour–1 day per investment decision; 30% spend 1 day–1 week (Nasdaq)
- AI tools — ChatGPT, Perplexity, Gemini — are the primary discovery mechanism
- If a company doesn't appear in AI responses: it doesn't exist to this cohort
- TikTok finance, YouTube Shorts, Reddit — platform-native consumption
- Strongly influenced by 'influencers' and peer community validation

AI-first · Platform-native · Critical-minerals oriented · Peer-validated · Influencer-aware

A company absent from AI search results has structurally excluded the entire rising generation of investors.

International retail — Asia-Pacific, Europe, Gulf

~40% of TSXV trading volume · Deep gold-culture affinity · 100% internet-dependent for discovery

DEMOGRAPHICS

- Asian retail — China, HK, Singapore, Taiwan — gold as cultural store of wealth
- European family offices: ESG-aware, diversification-seeking
- Gulf sovereign & retail capital — gold-positive, resource-sector literate
- ~40% of all TSXV trading volume already originates offshore
- 48% of emerging-market investors would allow AI to manage investments (WEF)

DIGITAL & DISCOVERY BEHAVIOUR

- CANNOT attend Canadian conferences — 100% internet dependent
- No direct access to Canadian broker networks or research calls
- Rely on Google, translated news, AI tools, and international fintech platforms
- English-language website with poor SEO is functionally invisible
- Mobile-first access — 62%+ of internet research now on smartphones

Offshore · Mobile-first · AI-receptive · Gold-cultural · Translation-dependent · Conference-excluded

Perhaps the most under-appreciated gap in TSXV IR — a poorly optimised website locks out hundreds of millions of dollars of potential capital.

BC mining digital benchmark — the discoverability gap

What a TSXV average score of 4–5 / 10 means for investor discovery.

Category	DeepEnergy	Sector avg	What the gap means
Metadata	10	4	Missing basic title/description tags — invisible to crawlers and AI
Keyword strategy	10	3	No investor search terms targeted — 'Shandong gold mine' returns nothing
Technical SEO	9	5	Slow, non-indexed pages — search engines skip content
Structured data	8	2	No schema markup — AI systems cannot extract structured facts
Content depth	10	4	PDF-only, no articles, no FAQs — nothing for AI to cite
Authority signals	8	3	No backlinks, no mentions — unverified by external sources
AI readiness	9	2	Not cited in AI search results — invisible to the new discovery layer
Mobile experience	9	5	Friction for 62%+ of investor research starting on mobile

What low digital scores mean in practice

A score of 4/10 is not a marketing problem. It is a capital markets access failure.

Keyword strategy 3/10

Invisible to search

An investor typing 'profitable gold miner China' or 'TSXV dividend gold stock' won't encounter the company in the first several pages. Traffic flows to whoever does have content. Discovery never happens.

AI readiness 2/10

Absent from the new search layer

When investors ask ChatGPT or Perplexity for 'best emerging gold producers,' the system draws on structured web content — FAQs, topic pages, articles. A 2/10 means there is nothing to draw from.

Content depth 4/10

Nothing to convert an investor

Investors want six answers fast: what do you own, why invest, what's the growth story, what are the catalysts, why this management, financial outlook. Most sites give facts — not narrative.

Mobile experience 5/10

Losing 62%+ of searchers

Over 62% of investment research now begins on mobile. A non-optimised experience means the majority of the discovery funnel meets friction — and leaves.

Quantifying the missed investor audience

Internet-based investor pathways the average BC miner is structurally invisible to.



A company scoring 4/10 has structurally excluded the majority of modern investor discovery pathways — including ~40% of its own current trading base.

Closing implications

Digital presence is no longer marketing. It is capital markets infrastructure.

01 AI search optimisation is now urgent

FAQ libraries, topic-authority pages and structured content are what ChatGPT, Perplexity and Gemini cite when investors ask about emerging gold producers. A sector AI readiness average of 2/10 is an extraordinary first-mover opportunity.

02 SEO is investor acquisition, not marketing

Keyword strategy at 3/10 means investors searching for 'profitable gold miner China' or 'TSXV dividend gold stock' never find the company. Every month of low SEO compounds capital invisibility.

03 International retail is unreachable any other way

~40% of current TSXV trading volume originates offshore. These investors have no conference access, no broker relationship and no research coverage. The website is the only door.

04 Content depth converts visitors into shareholders

Investors leave mining websites because they can't find the thesis. Most sites provide regulatory facts — none answer why invest, what is the catalyst, what differentiates management. Content strategy is an investor funnel.

"In 2026, a mining company's website is no longer a marketing asset.

It is a capital markets asset — influencing discoverability, credibility, investor engagement, and ultimately shareholder value."

9.2 / 10

DeepEnergy benchmark

#1 of 52 BC mining sites

4–5 / 10

TSXV sector average

structurally invisible

2 / 10

Sector AI readiness

not cited by any AI system

~40%

TSXV trading from offshore

internet-only access