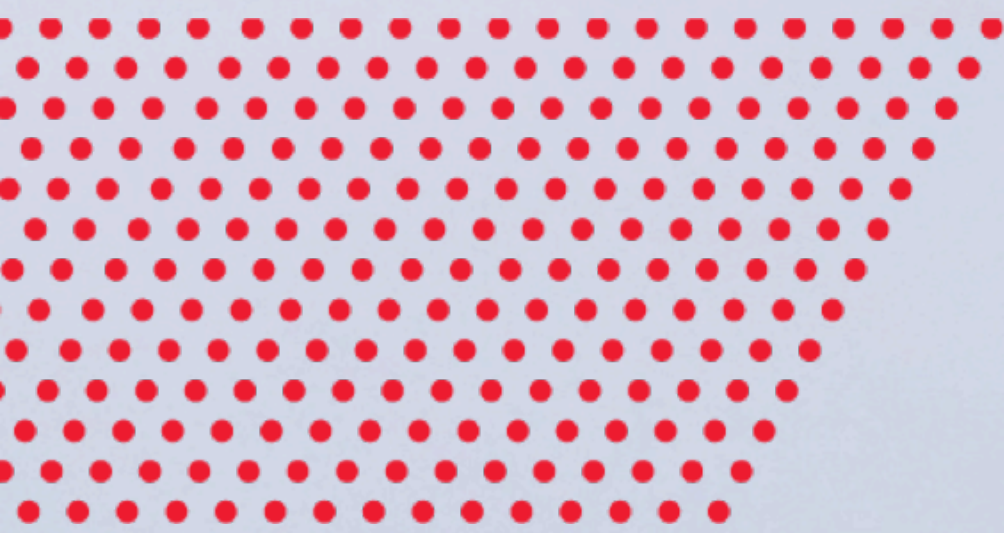


BAM
Communications

WELCOME



Laura Stoffl - [istock.com/1112556](https://www.istock.com/1112556)



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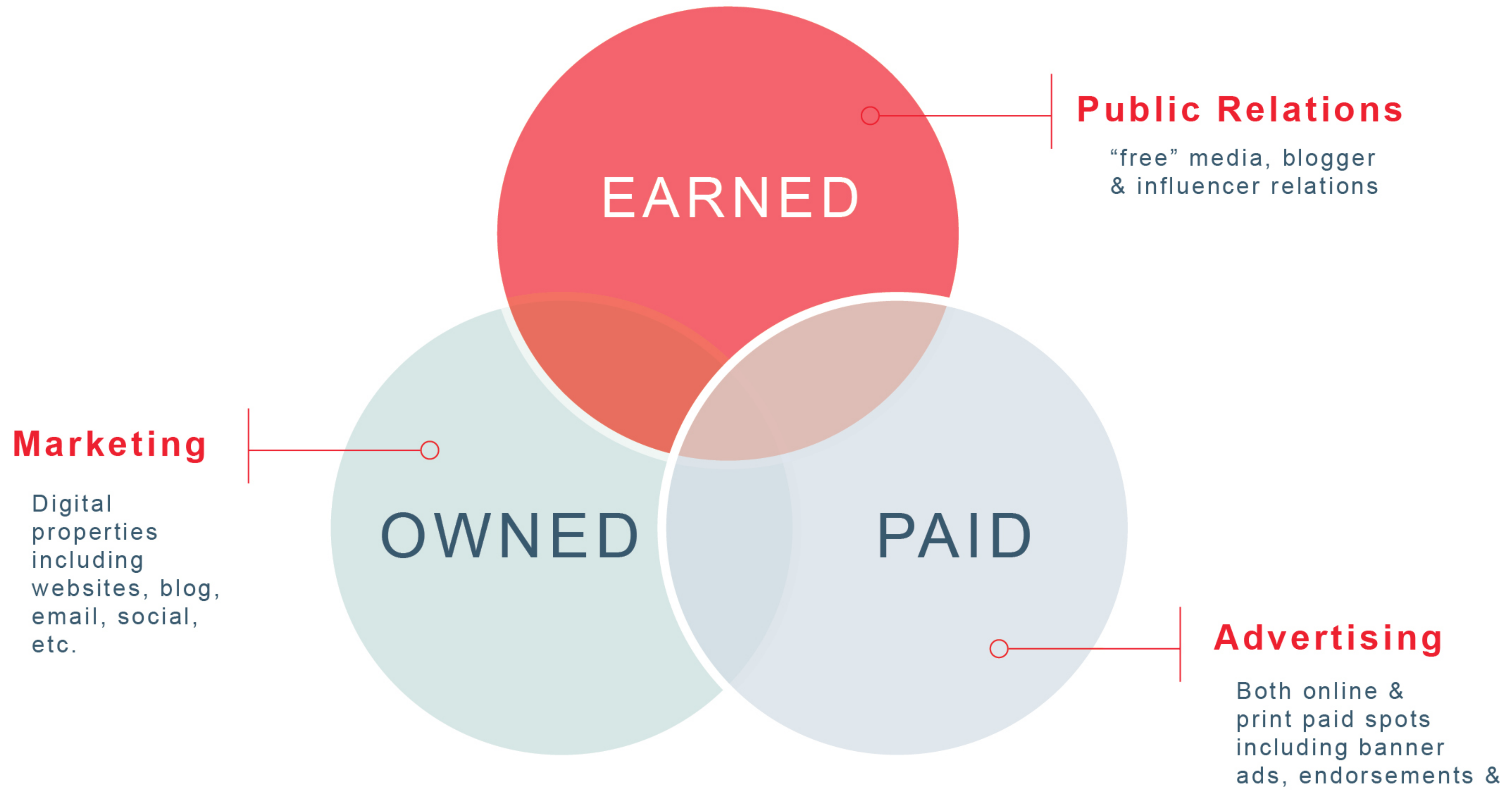
Overview of PR Bootcamp

- Intros
- Section 1: What is PR? Why should you care?
- Section 2: Are you ready for PR?
- Section: 3: What's your message? To whom?
- Section 4: What's your story?
- Section 5: DIY PR
- Section 6: Navigating the PR terrain + crisis PR
- Section 7: How do you measure this stuff?
- Section 8: Ready to hire a firm?
- Section 9: Questions, comments, to-dos

SECTION 1:

What is PR? Why should you care?





Most startups want PR

to:

- Show validation to investors and future ones
- Display credibility to customers
- Bolster overall branding
- Attain customers
- Boost perception that you're a BFD
- Attract talent, partners, and more
- Cleaning up or elevating reputation
- SEO





SECTION 2:

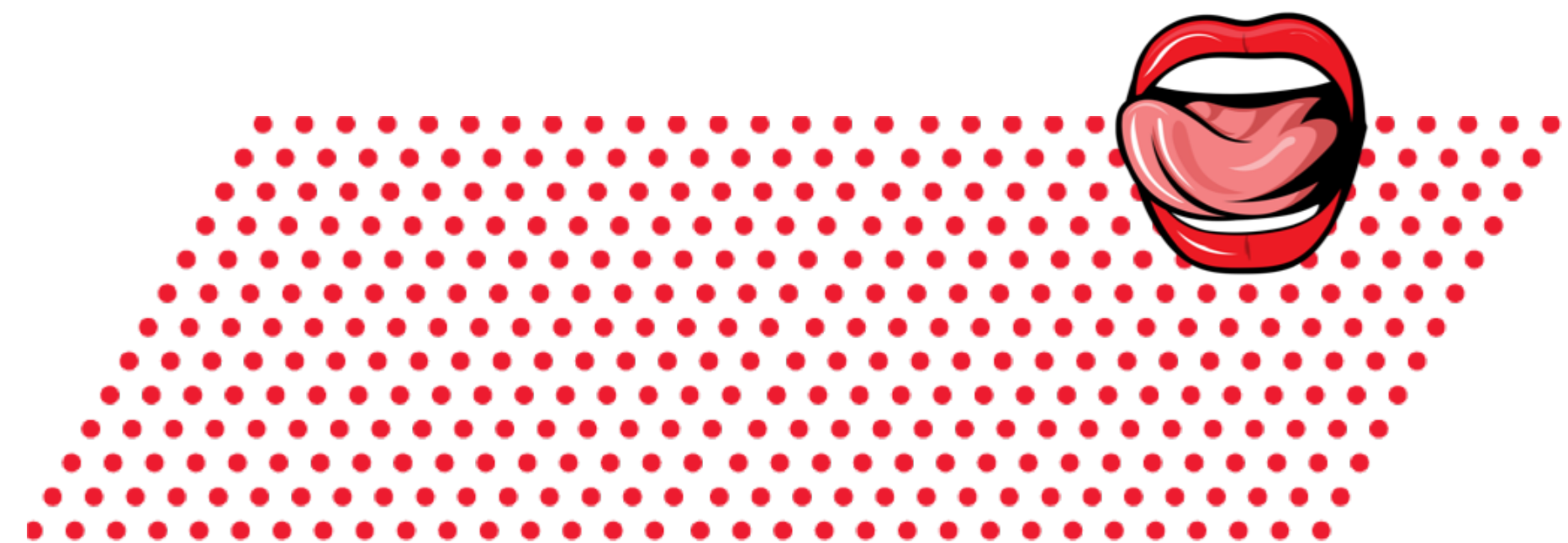
Are you
ready for PR?

- Quiz

SECTION 3:

What's your message?

- Exercise



SECTION 4:

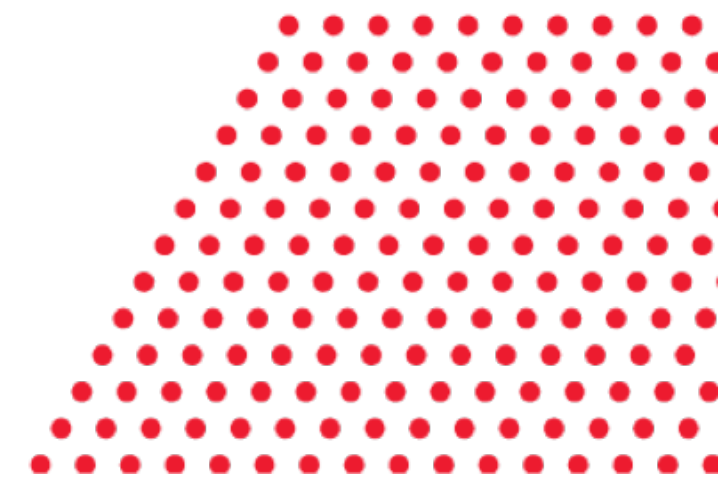
What's your story?

- Examples
- Flowchart + exercise





Examples of what we use



Example placements

Inc.
What 7 Tech Startup Founders Have to Say About Early Success
The best advice often comes from those further ahead; here is what 7 Tech Startup Founders say about they've learned from early successes.
By Lisa Abeyta
PUBLISHED ON DEC 23, 2016

One of the primary reasons my cofounder and I launched an accelerator for women entrepreneurs was because we both strongly believed that there is great value in a network of mentoring and help by and for entrepreneurs.

While specific skills and expertise can be learned from a variety of sources, there are certain things within the journey of entrepreneurship which requires the understanding and wisdom of those who have made the same journey and gained wisdom from their own successes and mistakes.

To that end, I make it a habit to reach out to other startup founders to gather insights and lessons learned from every stage of the journey.

Here is what seven tech startup founders recently had to say about what they've learned from their own early successes.

Will Mason, Co-founder and President of Upload, Inc.
Upload VR is a tech startup based in San Francisco, California, focused on virtual and augmented reality. The company closed a \$1.25 million seed round in 2015 and was named the "Fastest Growing Pre-Series A in the Bay Area" by Mattermark in January 2016.

"My number one piece of advice would be never to lose sight of the 'why.' The road of entrepreneurship is a windy one, with the highest of highs and some of the most gut-wrenching lows. You have to be prepared for those things to oscillate daily and the only way to do so is to keep your mind focused on why you're doing all this in the first place. For me it is knowing that I can help impact an industry that will change the face of computing forever, enabling millions of people to connect in new ways. Keeping laser focused on that 'why' is what helps drive me towards success the most."

Camilla Ley Valentin, Co-founder and CEO, Queue-it.
Queue-it's Software as a Service business model is aimed at making it easy for companies to create virtual "waiting rooms" when websites are overloaded. The tech startup based in Copenhagen, Denmark, has gained 1.5 billion end-users across a wide variety of verticals from retail to government.

Chris Dorf, Co-founder and President of Bonfyre
Earlier this year, Bonfyre closed on \$4 Million in venture capital to grow their client list that already includes Marriott, Commerce Bank and Express Scripts. The St. Louis, Missouri based tech startup's private social communication platform is aimed at increasing employee engagement.

"Define success at the specific point in your life. In doing this, keep in mind that what you need to keep is your balance to perform at your highest levels. So, put that time on your schedule. It is easy to get so caught up in work you can erode your physical and psychological health. Understand your balance and then manage to your balance. For me, it is one or two travel adventures a year with my family and playing competitive sports twice a week (basketball and soccer). The travel helps be stay connected, grounded, and keep perspective. The sports, in addition to the physical benefit, allow me to step completely out of my daily routine and stress."

Tony DiMatteo, CEO and Co-founder, AutoLotto
AutoLotto's mobile platform makes it easy to purchase Powerball tickets on the go. The tech startup, based in San Francisco, California, has already secured venture capital and gained more than 230,000 users since launching earlier this year.

"Success is inevitable. If you continue to learn from every mistake you make and not repeat them, continue to expand your network of contacts, give your absolute best effort into whatever you're doing, and are fully willing to embrace consistent and prolonged failures, then success is inevitable. It's not really left up to chance if you're doing all that and just refuse to give up. On a long enough timeline, eventually, you'll be successful."

Nadine Levitt, Founder and
Based in Santa Monica, California...
"Make sure the passion that you spend enough time in the planning... knowing change will happen still... be easy to forget to properly plan... foundation is right - otherwise it's a foundation later."

Josh Komenda, President, Veyo
Based in San Diego, California, Veyo... on-time performance, cost efficient... transportation. Named a Top Work... 2016, Veyo serves 2.5 million members.

"Entrepreneurial success stories always... truth is the entrepreneur's path is full... herculean efforts will fall flat in the end... unnoticed, your ego will be crushed, y... your spouse/partner and family will be... worth it - there's nothing I'd rather do... else. But it isn't for everyone. Before y... this? Is my relationship going to surviv... it's critical to consider the journey and

Remo Behdasht, SVP of AirBar
Neonode's technology is currently impl... Amazon Kindle, HP, Canon and Epson P... more. Neonode's flagship consumer tec... 2016 and is now carried by Amazon, Bes... on Amazon Wishlist, and Best Seller at W...

"People often look at success as an end... success really consists of is not only a s... up being the most crucial lessons one ca... that solves a real need or desire of your c... driven to achieve this goal, and executin... three aspects I find most necessary in rea

Forbes

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Knowing When To Invest -- It's Not When You Think



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Voices on technology and change [FULL BIO](#) ✓
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POST WRITTEN BY

Paul Arnold



Paul Arnold is a venture investor, former startup executive and founder of [Switch Ventures](#), a seed-stage VC firm.

Startup investing is a funny thing. Sometimes it feels like you are on fire. You see exciting companies and founders coming one right after another. Other times, nothing coming through the pipeline feels quite right, no matter how many you are seeing. After experiencing several of these hot and cold cycles, I was curious how normal this is. I decided to take a look.

Let's begin with an idea that many investors strive for: investing at a steady pace. Simple, right? Investing at a steady pace sounds intuitive enough. The only problem is

STREET CRED
JILLIAN MANUS
Structure Capital
General Partner
Former M&A
Co-Director of
TMT for Credit
Suisse Zurich

BITCOIN NEAR 6-WEEK LOW

CNBC MARKET ALERT

CNBC

SECTION 5:

DIY PR

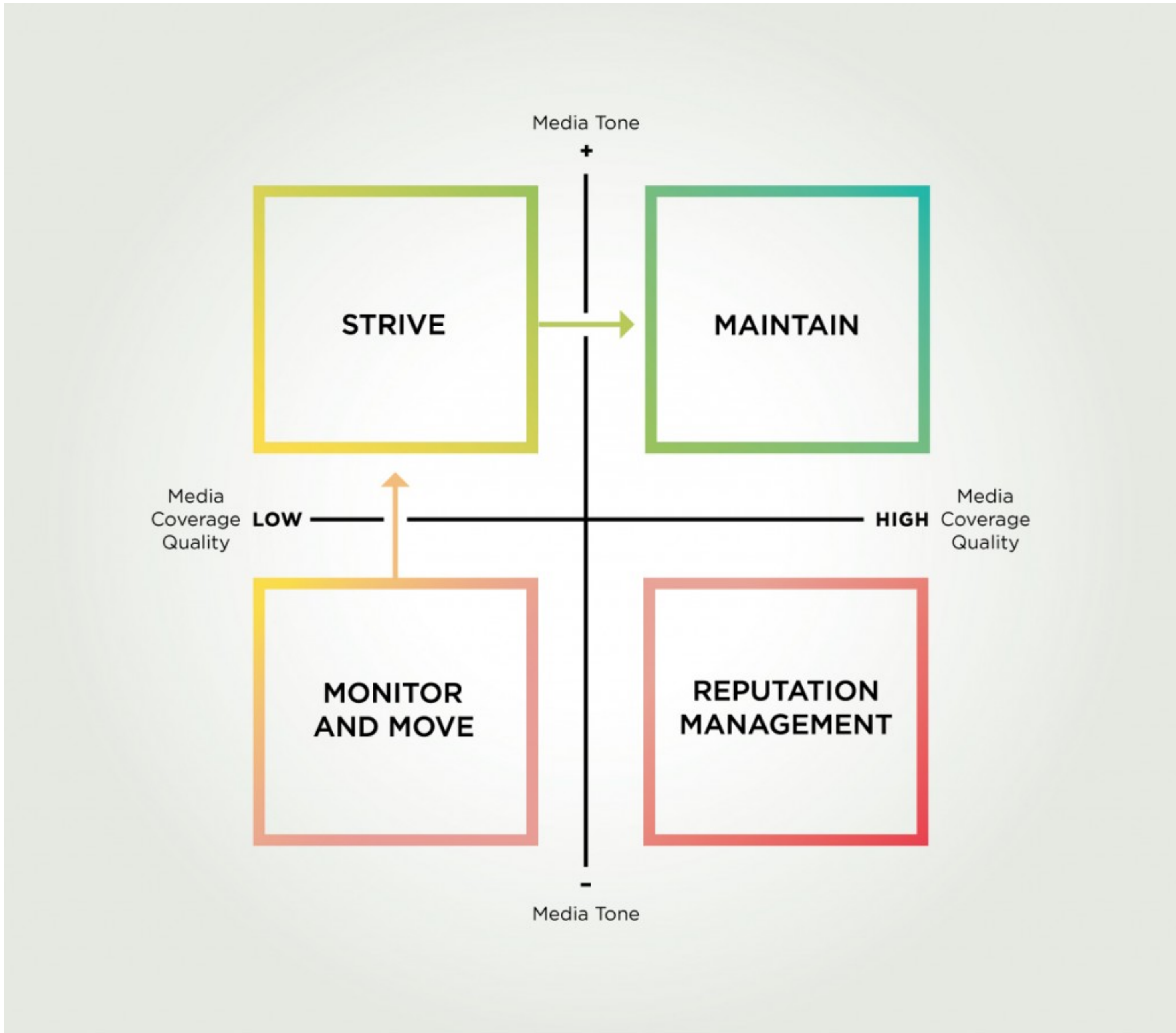
- Use the “DIGS” approach:
 - Delve into research
 - Introduction
 - Get a response
 - Show you’re a friend
 - (See samples) + write your own



SECTION 6:

Navigating the PR terrain + crisis comms





Crisis 101

- 1 Gather all facts quickly
- 2 Designate spokespersons
- 3 Compile outreach list (who is spoken to first?)
- 4 Determine which channels to distribute holding statement/which channels to pause
- 5 Determine which channels to send the full statement with 4 "W"s





Examples:
Facebook and United

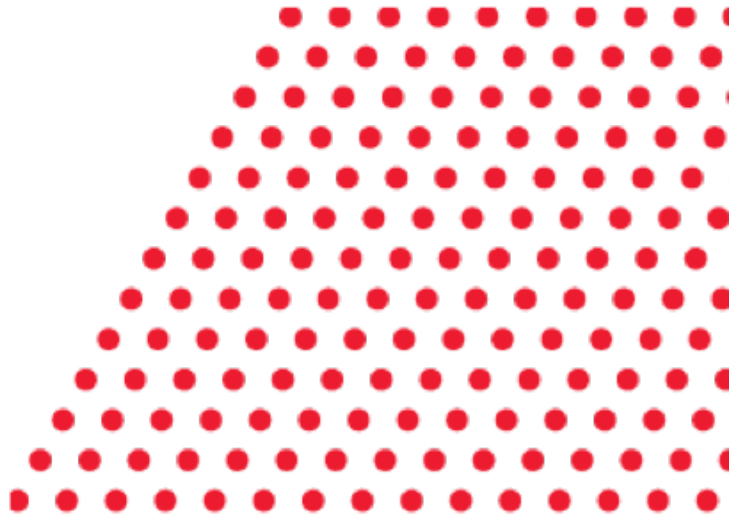


SECTION 7:

How do you measure
this stuff?



Metrics we use

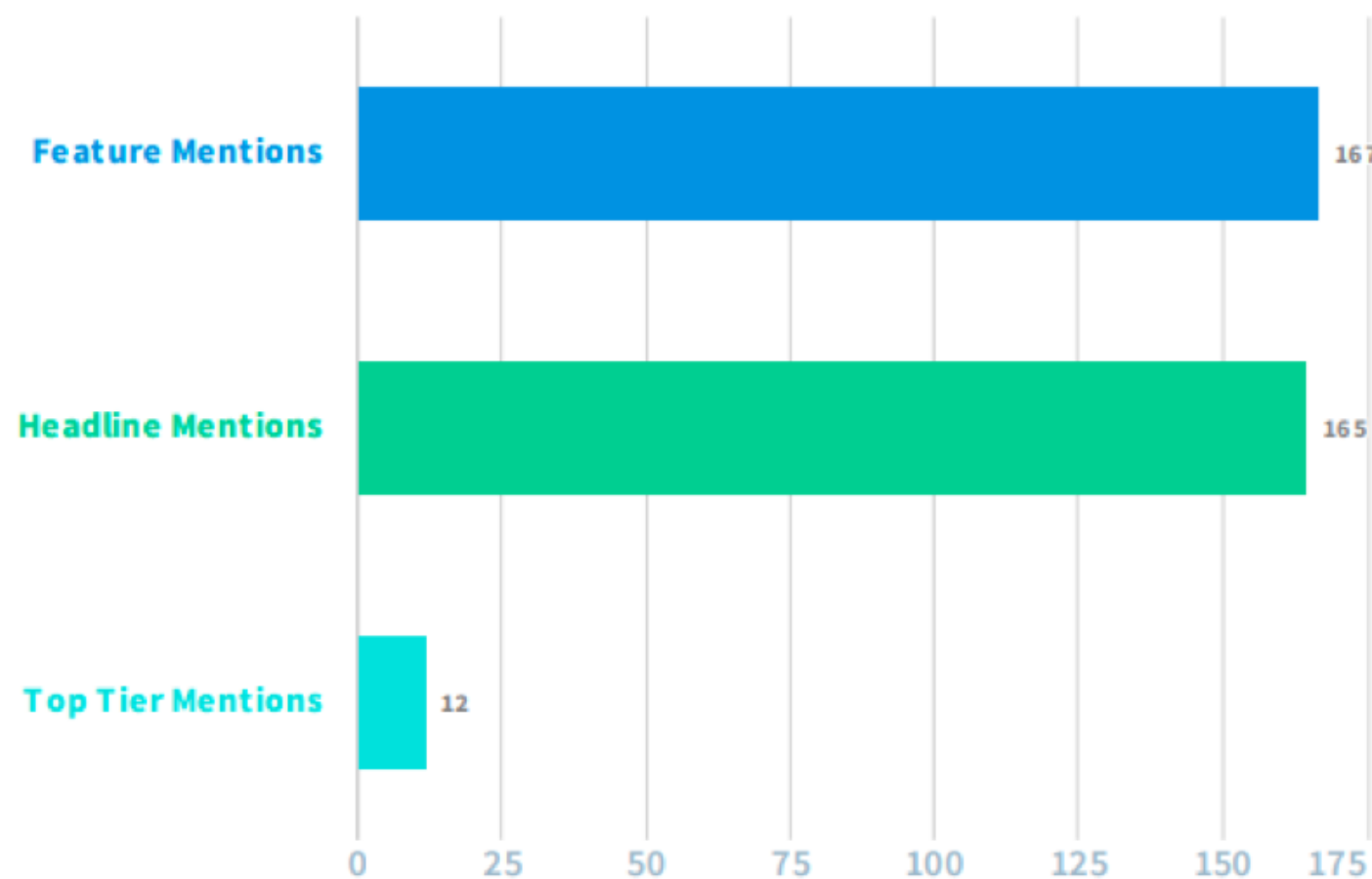


1	Business Outcomes	<ul style="list-style-type: none">• Brand preference• Recurrent revenue	<ul style="list-style-type: none">• New leads• Increased sales	<input type="checkbox"/>
2	PR KPIs	<ul style="list-style-type: none">• Volume• Depth	<ul style="list-style-type: none">• Sentiment• Conversion	<input type="checkbox"/>
3	Digital KPIs	<ul style="list-style-type: none">• Engagements• Community growth	<ul style="list-style-type: none">• SEO value• Traffic	<input type="checkbox"/>
				<input type="checkbox"/>



BAM Insights

Media Performance Metrics



ANALYSIS | VitalConnect | All Coverage over Sep 6, 2017 - Dec 5, 2017

As we continue to secure more coverage, we will continue to analyze that coverage for if the stories are the right type of content, featuring the company in the right way, delivering key messages, etc.

Top Tier Mentions represent stories in a top tier outlet (with 1 Million or more unique visitors monthly [UVM]) OR a feature story (including 2 or more company name mentions) OR the company name/company product name is mentioned in the story headline. It's important to note the number of mentions including VitalConnect or VitalPatch in the headline, and also those of top tier reach.

Top Content

CNBC

'Power Lunch' tests the VitalPatch biosensor
Nov 10, 2017

Sentiment: neutral | Viewership: 18,347,288 | Shares: 73 | Ad Equivalency: \$34,492

Mashable

Doctors can monitor patients from anywhere with this special patch
by Studios Editor8 | Nov 13, 2017

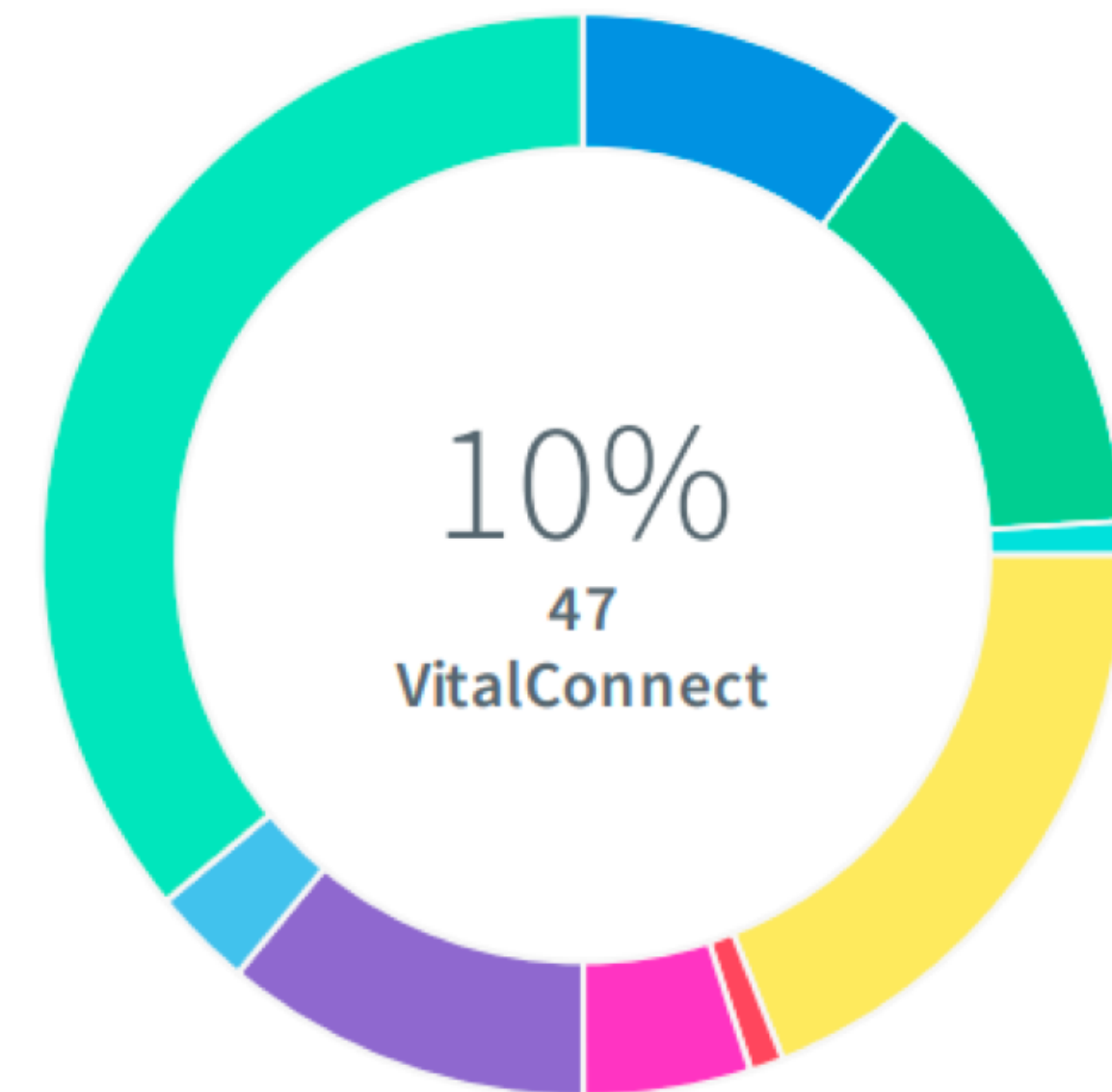
Sentiment: neutral | Viewership: 14,211,732 | Shares: 584 | Ad Equivalency: \$26,718

Fortune

Term Sheet — Wednesday, November 1
by Polina Marinova | Nov 1, 2017

Sentiment: neutral | Viewership: 8,011,198 | Shares: 181 | Ad Equivalency: \$15,061

Share of Voice Comparison

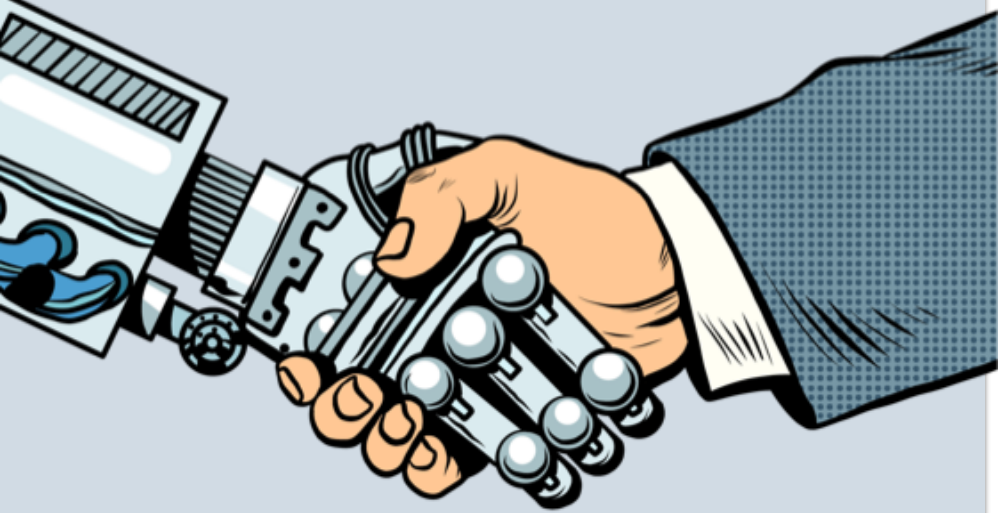


- VitalConnect 10%, 47 mentions
- EarlySense 14%, 59 mentions
- Sensium 1%, 6 mentions
- LifeWatch 19%, 89 mentions
- VitalSync 1%, 3 mentions

SECTION 8:

Hiring a PR firm?

- Proof of placements
- KPIs
- Jive



SECTION 9:

Questions, feedback

Immediate to-dos:

- Messaging doc: get your team on the same page
 - Outlet and short media list: build relationships now
 - Create items needed from assessment
- Question 1: get PR ready



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