

STARTUP COMMUNICATIONS

EPFL Fellowship



HOW STARTUPS SHOULD COMMUNICATE

And why it is hard



**What would make this session the
best hour you spent this week?**

Communications

You tell the world what you're doing.

Marketing

You tell potential clients what you're offering.

Public Relations

You tell the media what you're doing.

Communications

1. *It's personal.*
2. *You need to unlearn "professional scientific writing".*

"If enforceable deprivations are provided for deviational conduct, the mature members of the community are expected to take these possible deprivations into account as potential cost in assessing the balance of indulgence and deprivation attendant upon behavioral alternatives."

"Adults are less likely to commit crimes if they risk going to jail for it."

“There is many a bestseller that could have been prevented by a good teacher.”

You are writing a Wikipedia article
about a startup. What do you include?

WHO ARE YOU?

COMPANY

About Wingtra

Headquartered in Switzerland, Wingtra is the world's leading VTOL drone producer for **mapping, survey** and **mining industry** professionals. Since its market entry in early 2017, Wingtra has partnered with more than 70 of the biggest equipment dealers and has been selling **mapping drones** globally ever since.



ARE YOU WHO YOU THINK YOU ARE?

We build lasting value by serving our clients with care and entrepreneurial spirit.

HOW TO WRITE A PRESS RELEASE:

Don't. Or may be do.

WHAT IS NEWS:

Every exceptional validation of what you do (by a third party). A financing round. A big client. Regulatory approval. Einstein joins your board. A world record.

WHAT ISN'T

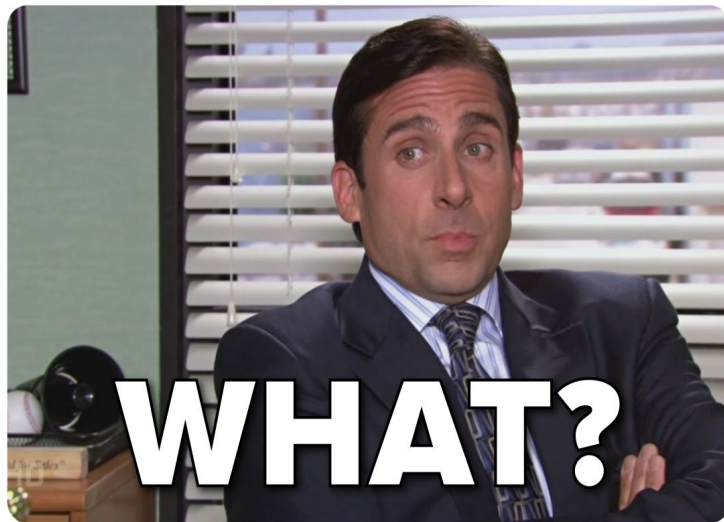
Everything that you spend a lot of time and energy on and really look forward to. A website update. A product launch.

A COMMS STRATEGY

- **Company overview:** What do you stand for?
- **Key messages and target audience:** Be clear and appropriate for your audience.
- **Content and channels:** What are you doing and how do you distribute it
- **Goals:** What do you want to achieve?
- **Budget:** How much do you need to spend to achieve your goals and how do you measure the impact of your communications?

“Our target market is men and women, ages 18-75.”

Marketing Agency:



HOW TO BUILD BRAND AWARENESS ON LINKEDIN

Content grows like compound interest.

ENGAGE

What topics do you like?

COMMENT

Can you add a new angle to a topic?

CREATE

What topics do you understand?
Can you make that knowledge accessible?

SHARE

Build a reputation as an expert in one topic.

BE MORE LIKE THEM



James Isilay • 1st

CEO @ Cognism | Helping salespeople find phone numbers that *actually* work

Talks about #b2b, #sales, #startups, #salesleadership, and #businessdevelopment

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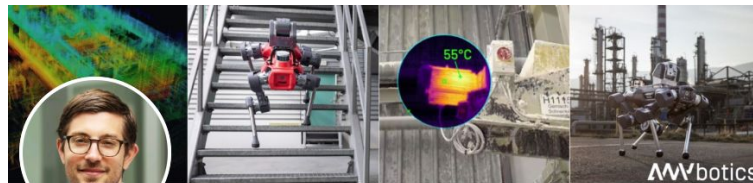
James Isilay • 1st

CEO @ Cognism | Helping salespeople find phone numbers that *a...

1mo · 🌐

In 6 years, Cognism went from an unknown startup struggling to close \$4,000 deals with SMBs to a \$50M+ ARR company inking \$1,000,000+ contracts with Fortune 500s.

Here are the 5 changes we made to build our Enterprise Sales Playbook:



Enzo Wälchli • 1st

ANYbotics CCO | CRO, CSO, CMO | #robotics #deeptech #scaleup | Happy dad of 🐶

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...



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ANYbotics CCO | CRO, CSO, CMO | #robotics #deeptech #scale...

1d · 🌐

Where to put used nuclear fuel? Deep underground? But who checks on it? The #Robots

...see more



QUESTIONS AND **ANSWERS**

THINK ABOUT
YOUR **"WHY"**,
NOT JUST THE
"WHAT"



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Call to action:
If you want to write a blog post for Verve, please reach out to me.