



CHANNEL V MEDIA

A New York-Based PR Agency
for Visionary Companies with Disruptive Products

MEET CVM

Channel V Media launches innovative companies into the U.S.,
helps them dominate crowded markets or create new ones.

We transform the complex, unfamiliar and unknown into
accessible media stories that drive business goals.



WHAT WE DO

PUBLIC RELATIONS + DIGITAL + CONTENT

**WE GET CLIENTS READY
FOR MARKET**

**WE LAUNCH BUSINESSES
AND PRODUCTS**

**WE BUILD BRAND
AWARENESS**

**WE CREATE
CUSTOMER DEMAND**

**WE BUILD ONGOING
MOMENTUM**

**WE GIVE NEW
LIFE TO FLAT OR STAGNANT
COMMUNICATIONS**

**WE DEVELOP
INBOUND-OUTBOUND
LEAD-GENERATION
PROGRAMS**





We do it from the **media and
business capital** of the U.S.:

NEW YORK CITY.



U.S. MEDIA LANDSCAPE

(Sample Outlets)

BUSINESS



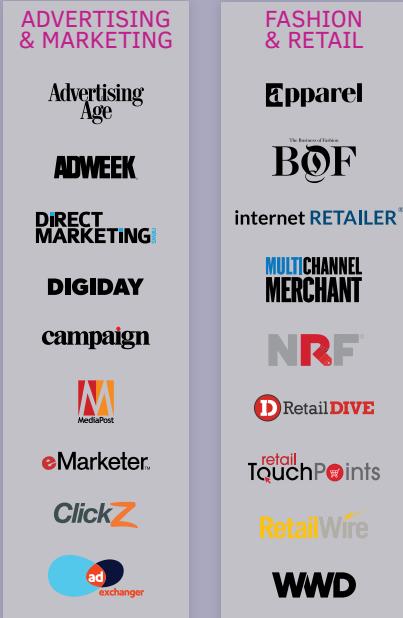
TECHNOLOGY



NEWS/GENERAL INTEREST



BUSINESS TRADE VERTICALS



CONSUMER VERTICALS

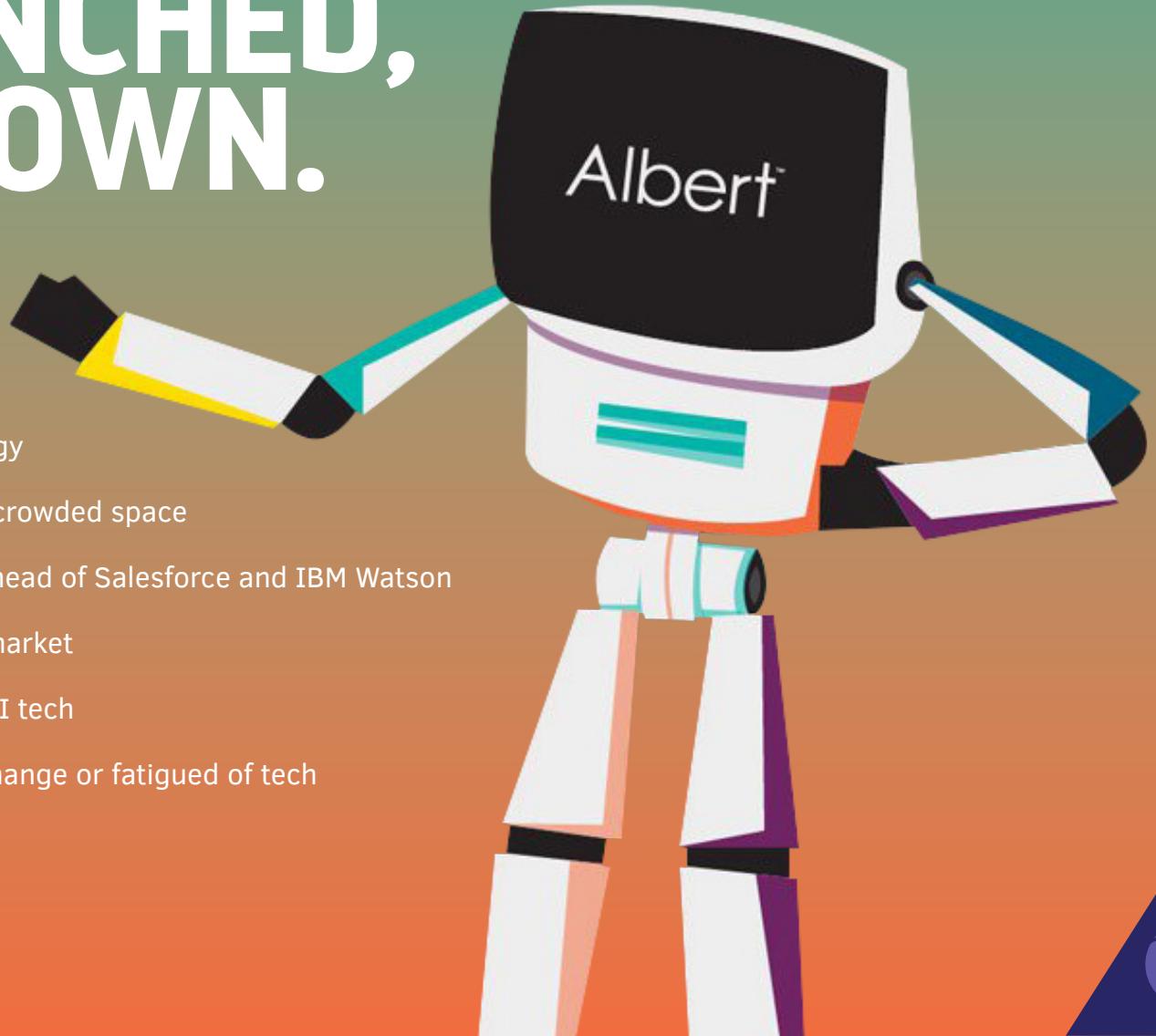


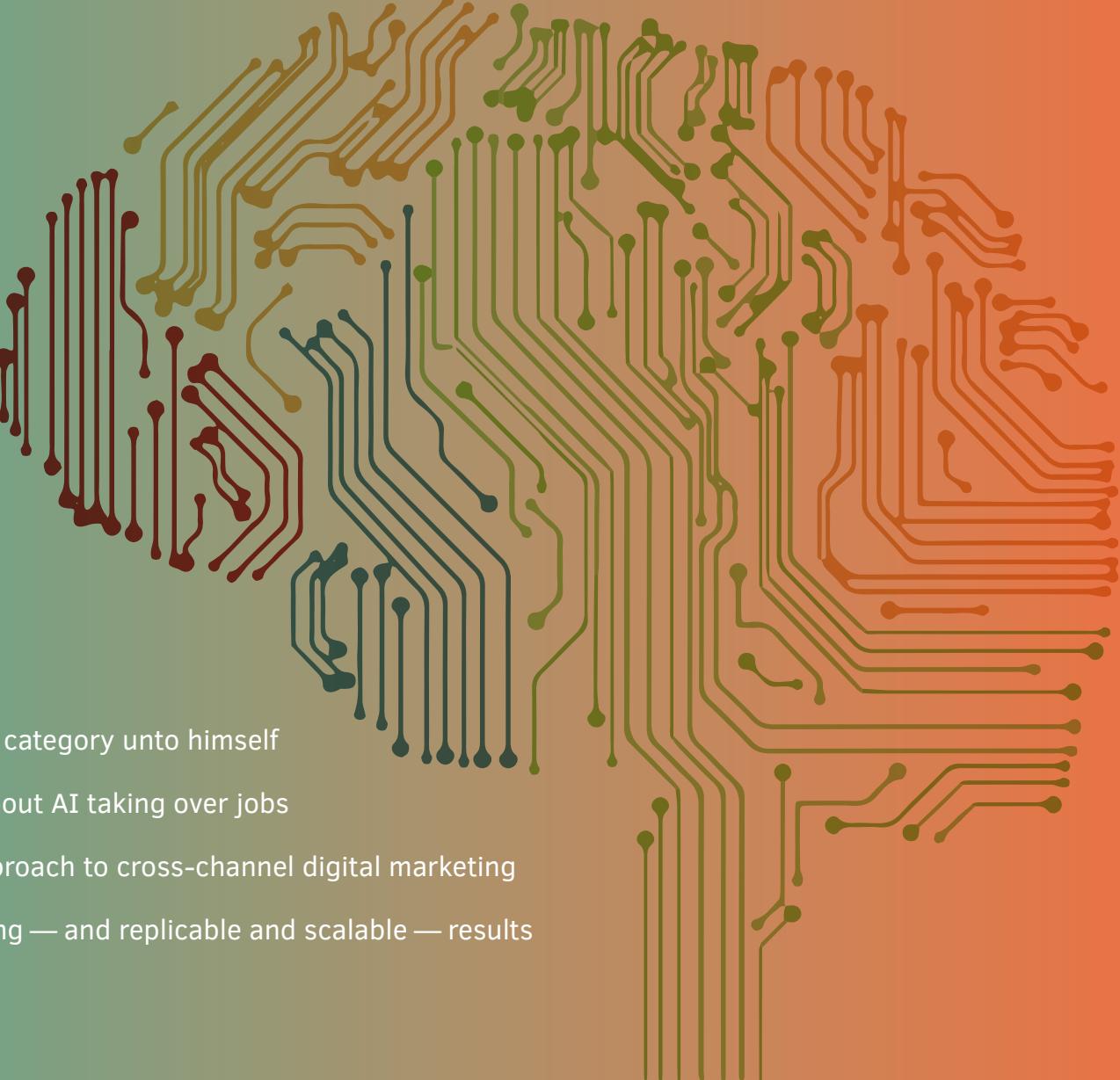


ISRAEL-BORN, UK-LAUNCHED, US-GROWN.

Challenges:

- Unknown, unproven AI technology
- No US presence, launching into crowded space
- Urgency to be first-to-market, ahead of Salesforce and IBM Watson
- AI “pretender” technologies in market
- Skepticism or ignorance about AI tech
- Marketing customers afraid of change or fatigued of tech





Strategy:

- Establish Albert as innovator in category unto himself
- Anticipate and address fears about AI taking over jobs
- Educate businesses on new approach to cross-channel digital marketing
- Demonstrate Albert's astonishing — and replicable and scalable — results



These Upstarts Are Taking on Big Tech in the Rapidly Expanding Artificial Intelligence Field

— ADWEEK

Adgorithms launches world's first self-driven marketing/ad platform

— Marketing Land

This Company Has Produced a Fully Autonomous Digital Marketer for You

— AV AlleyWatch

Is Artificial Intelligence Going To Take Your Job?

— Forbes

How Harley-Davidson Used Artificial Intelligence to Increase Sales Leads by 2,930%

— Harvard Business Review

Does Adgorithms have the secret sauce for artificial intelligence marketing?

— diginomica

This Lingerie brand replaced its agency with AI and will never go back

— campaign

Dole's Secret Artificial Intelligence Weapon

— PYMNTS.com





Entrepreneur ADWEEK DIRECT MARKETING news

NEW YORK POST 50 INCREASED
NEW MINIMUM CUSTOMER
CLIENTS IN FIRST ENGAGEMENT BY
QUARTER OF WORKING TOGETHER 150
PRESS HITS IN FIRST 8 MONTHS OF WORKING TOGETHER
MARKETING 400
MARKETING 100%
QUALIFIED VNEW BUSINESS LEADS IN MAY 2017 ALONE

Harvard Business Review FORBES 500™
HIGH-PROFILE AWARDS,
INCLUDING DELOITTE'S PRESTIGIOUS
TECH 500 LIST IN 2016
NAMED BY ANALYST FIRM GARTNER.

“COOL VENDOR
IN ADVERTISING,
2017”

Gartner
Cool Vendor
in Advertising
2017



THE STEVIES™
THE INTERNATIONAL BUSINESS AWARDS



TECH-TO-TABLE URBAN FARMING

Challenges:

- Gotham Greens entered the market after a competitor who was dominating media conversations but had no tangible product
- Media and consumer audiences doubted the quality and taste of hydroponic produce
- Hydroponic farming had negative connotations
- Hydroponic was not commonly associated with large-scale consumer food production
- Wide skepticism about food grown on a Brooklyn industrial rooftop, by technology rather than traditional farming
- Needed to simultaneously showcase tech (for investors) and make tech secondary (for produce consumers)





Strategy:

- Establish Gotham Greens as trendsetters in large-scale urban/rooftop farming; leaders in the local food movement
- Surpass Gotham Greens' competitor by demonstrating its superior technology and widespread adoption by consumers, grocers and restaurants
- Normalize hydroponic farming as a new alternative food production method
- Combat the idea that hydroponically produced food lacks taste or nutrition
- Emphasize the positive environmental impact of innovation in hydroponic farming
- Take advantage of appealing greenhouse visuals; invite media to tour
- Capitalize on the “built-in-NYC” story
- Get greens in the hands of high-profile New York chefs and foodie influencers; turn their enthusiasm into media stories and social media mentions
- Build the credibility and profile of its founders





Results:

SELL-OUT PRODUCT DEMAND

AT LAUNCH,
WITH STORIES
RUNNING IN ALL
NYC MEDIA

A
PARTNERSHIP
WITH NATIONAL HEALTHY
FOODS RETAILER,
**WHOLE
FOODS**

\$8M
IN NEW
INVESTMENT TO
BUILD A SECOND
BROOKLYN
GREENHOUSE

**IN-DEPTH
COVERAGE**
IN THE MOST
RESPECTED
NATIONAL MEDIA

NYC BUSINESS/
TECH DARLING,
WITH
**REPEAT
STORIES**
RUNNING IN LOCAL
MEDIA

DEVOTED LOCAL
CHEF/FOODIE FAN
BASE, EAGER TO
**PUBLICLY
ALIGN
WITH
BRAND**

IN 2016,
**WE DID IT
ALL AGAIN**
WHEN THE COMPANY
OPENED A NEW
GREENHOUSE IN
CHICAGO





AN IRISH STARTUP BECOMES A U.S. STAR

Challenges:

- Cork, Ireland-based startup with little to no public profile
- No US team; no US presence
- A track record of success with large European retailers, but unable to share
- Any US-specific business wins would be confidential for foreseeable future
- Limited funding from unknown private investors
- Established US-based competitor, claiming similar offering without same AI tech



Strategy:

- Establish US office and sales team
- Develop a detailed demo to show real-time AI tech at work
- Tap into news and trends of struggling retail industry desperate for new tech
- Gather and position data to familiarize media with \$40B in annual retail “shrinkage”
- Position founder as an industry thought leader



Everseen lands \$12 million so AI can keep an eye on a \$45 billion problem

VentureBeat

COVERAGE OF U.S. EXPANSION IN NEW YORK BUSINESS MEDIA

TOOK ON AMAZON GO TO SECURE STORIES IN NATIONAL BUSINESS, TECH, AND RETAIL TRADE MEDIA

SECURED CONTRIBUTING TECH WRITER ROLE IN FORBES FOR CEO AND FOUNDER

SUCCESSFUL TEST PROGRAM LAUNCHED IN MAJOR U.S. RETAILER, NOW DEPLOYING TECH ACROSS THOUSANDS OF STORES; IN TALKS WITH OTHER LEADING RETAILERS

Results:

24 MEDIA MEETINGS IN 2 DAYS AT THE US'S LARGEST RETAIL EVENT, THE NRF, IN NEW YORK

NEW INVESTMENT INTEREST, CULMINATING IN \$12M FUNDING ANNOUNCEMENT

COMPANY HAS BEEN APPROACHED FOR ACQUISITION BY SEVERAL U.S. CORPORATIONS





**CHANNEL V MEDIA
IS DELIGHTED TO BE JOINING IPRN.**

Thank You!

