

KHOI LE

BOOSTVC

SOCIAL MEDIA PLAN

TWITTER

- ◆ Fast paced
- ◆ Accessible
- ◆ Easy networking
(individuals and companies)
- ◆ Already established
network (17.5K followers)



FOUR TYPES OF INDIVIDUALS

1. Potential investors
2. Potential start-ups
3. Current investors
4. Current start-ups

WHAT SOCIAL MEDIA WILL DO

Broadcast boost VC's identity

Increase deal flow from startups, other
VCs, and investors

Spark excitement in VR and Blockchain

**GET THE INVESTORS AND
STARTUPS INTERESTED
BY
GENERATING ENGAGING
DISCUSSION**

HOW?

BE PROVOCATIVE

CAPTURE DUALITY

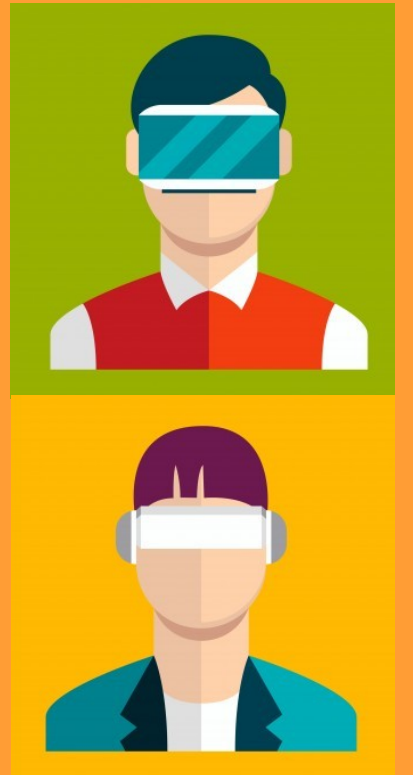
SHARE LATEST NEWS

USE COMPANY INSPIRED CONTENT

QUESTION OF THE WEEK SAMPLES

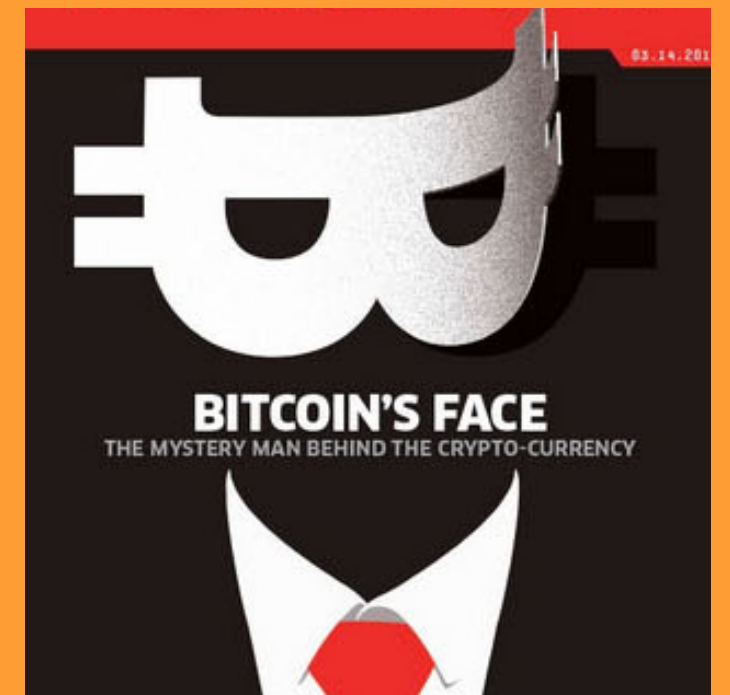
Each week, ask a few of boostVC's
previous or current portfolio
companies or investors to initiate
discussions around our posts

WHICH IS COOLER #VR OR #AR?
LIKE FOR #VR, RT FOR #AR!
[HTTP://APP.BOOST.VC/APPLY](http://app.boost.vc/apply)
APPLY FOR #TRIBE8 NOW



@boostVC

SHOULD WE KEEP HUNTING FOR
#BITCOIN'S #SATOSHI?
LIKE FOR YES, RT FOR NO!
[HTTP://APP.BOOST.VC/APPLY](http://app.boost.vc/apply)
APPLY FOR #TRIBE8 NOW

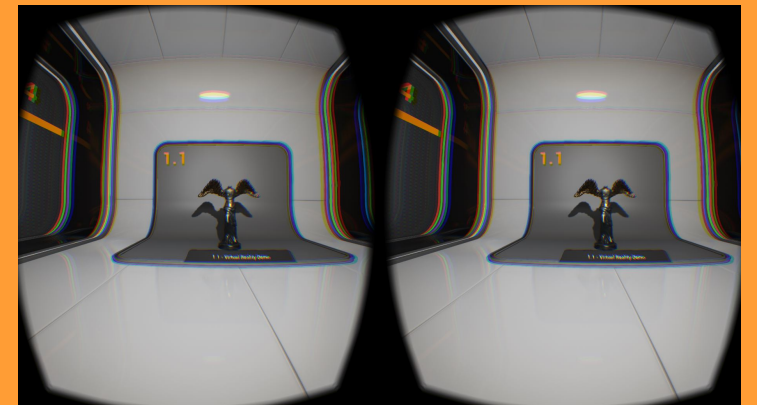


@boostVC

HOW SHOULD #VR CONTENT BE MADE?
LIKE FOR #360VIDEO, RT FOR
#3DMODELLING!

[HTTP://APP.BOOST.VC/APPLY](http://app.boost.vc/apply)

APPLY FOR #TRIBE8 NOW



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**SHOULD WE INCREASE #BITCOIN
#BLOCKSIZE?**

LIKE FOR YES, RT FOR NO!

[HTTP://APP.BOOST.VC/APPLY](http://app.boost.vc/apply)

APPLY FOR #TRIBE8 NOW



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Jeff Wasson

Mar 28 · 7 min read

34 VR Investments from a Billionaire in San Mateo

Over the course of the past year, Boost VC has made 34 investments into Virtual Reality companies, making it the most active investor in the space.

[Read more...](#)



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Brayton Williams

Feb 22 · 2 min read

Boost VC Is Now Investing In Products Built Using Ethereum

We've already invested in over 50 Bitcoin companies, now we're looking for Ethereum companies too.

[Read more...](#)



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MAKE PEOPLE CLICK!

LINKS

STRATEGY

- Spice up Tweets so that people want to see the blog posts, videos, and news
- Put links in the middle of the post so people don't ignore them!
- Engage the audience and make them comment by using questions

WHAT IS THE FUTURE OF #VR CONTENT
CAPTURE? LEARN ABOUT 3 TYPES

[HTTP://BIT.LY/1WQ0DQW](http://bit.ly/1WQ0DQW)

FROM LEADING #VR
INVESTOR @ADAMDRAPER



@boostVC

HOW TO EFFECTIVELY PITCH? LEARN FROM @BOOSTVC'S @SSERRANO44 PITCHING BITPAGOS AT #TCDISRUPT



@boostVC

**CAN YOU RAISE \$1.65M IN SEED
FUNDING? [HTTP://BIT.LY/1T8PIJ9](http://bit.ly/1T8PIJ9)
@BOOSTVC'S #TRIBE5 COMPANY
FLUENT JUST DID! #FINTECH #BITCOIN**

@boostVC

EVENTS

- Promote interaction with boostVC representatives at events
- Share successes of boostVC companies at events
- Share cool trends and ideas seen at events

**FIND @JEFFWASSON AT #SVVR!
FIRST FIVE PEOPLE WHO POST
PICTURES WITH JEFF WILL GET
A #SHOUTOUT!**



@boostVC

**#TRIBE8 @BOOSTVC DEMO DAY IS
COMING UP! FIRST FIVE INVESTORS TO
RT THIS WILL GET RESERVED SEATS!
COME CHECK OUT THE FUTURE!
#VR #BITCOIN**

@boostVC

WRAP UP

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Khoi Le

2016