



# Platzi

# About Crowdfunding & the Media

Conrad Egusa



# Introduction

- What is Crowdfunding?
- What is PR?
- Who needs these things?



# Background







# Background

- Former VentureBeat writer
- CEO, Publicize
- Guest Writer at TechCrunch
- Global Mentor at 500 Startups



# 6 Step Process

1. **F**ormulate
2. **A**mplify
3. **M**essaging
4. **O**utreach
5. **U**nrelenting
6. **S**trategize



# SpeedX

- Next generation Smart Bike
- Campaign Raised Over \$2,000,000



# Espacio







# Espacio

TC News Startups Mobile Gadgets Enterprise Social Europe Trending Facebook SpaceX Google

## Startups

### Co-Working Space Espacio Launches To Turn Medellin Into A Startup Hub

Posted Oct 11, 2012 by [Anthony Ho](#) (worthonly)

7 tweets

A Dyson engineer explains why the company spent \$71 million and four years developing a high-tech hair dryer

Windows 95 on the Apple Watch features the world's most tweet Start button

Oops! Tinder's new friend-finding feature, Tinder Social, is outing which of your friends use the app

Why the NBA hates smart guns

According to its cofounder and CEO Soguchal is mainly "a camera

Got any nominees for the "Silicon Valley of Latin America"? If you're like me (a.k.a. ignorant) you're probably going "Um ...". However, the founders of a new co-working space and "entrepreneurial center" called **Espacio** are aiming to make Medellin, Colombia the answer to that question.

"I grew up in Silicon Valley and New York, but even having had spent time there, I have decided to stay in Medellin because I see so much potential in this city," says co-founder Conrad Egusa, who also notes that Medellin was one of only two Latin American locations (along with Sao Paulo) to be a finalist in a Wall Street Journal advertorial poll on the **most innovative cities in the world**.

To launch Espacio, Egusa (who I used to work with when we both wrote for VentureBeat) has received a grant from .CO, the company behind the .co Web domains — including, naturally, **Espacio.co**. He has also partnered with Founder Institute, the global incubator where he's also a mentor.

Espacio was co-founded by a Colombian, Edinson Alberto Arrieta Aguas, and its advisors include writer and investor Alan Colmenares (another former VentureBeatnik) and entrepreneur Alex Torrenga. (I recently [wrote about Torrenga's startup VoiceBunny](#).)

Egusa says he wants to turn Espacio into "a community for entrepreneurs." In addition to desk space, it will offer classes, demo days, marketing and PR advice, and access to a part-time, in-house designer. If you're interested in applying, [go here](#).

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### CrunchBase

.CO

FOUNDED 2010

OVERVIEW Built from the ground up to support innovators and entrepreneurs, .CO has become one of the fastest growing global domain extensions in the world, with over 1.6 million .CO domain names registered by people and businesses in more than 100 countries. From start-ups and small businesses to big brands and multinational corporations, .CO is building a thriving community of users, including companies like ...

LOCATION Miami, Florida

CATEGORIES Migration, Domains, Curated Web

WEBSITE [http://www.go.co](#)

Full profile for .CO

TC NEWSLETTERS

TechCrunch Daily TC Week-in-Review

BBC Ingresar Menú Buscar

## MUNDO

Noticias América Latina Internacional Economía Tecnología Ciencia Salud Cultura Deportes Video Fotos Más

### ¿Cuál es el Silicon Valley latinoamericano?

15 octubre 2012

Con solo buscar en Google, es fácil verificar que son muchas las ciudades que han sido catalogadas como el Silicon Valley latinoamericano.

Santiago de Chile, Sao Paulo, Medellín y San José son apenas algunas de las ciudades que se precian de haber sido descritas en algún medio con tan codiciada etiqueta.

Silicon Valley, por sí no está familiarizado con el término, es el lugar en California, Estados Unidos, donde se han desarrollado y hoy están ubicadas muchas de las más importantes firmas de innovaciones tecnológicas en el campo de la informática.

La semana pasada, el semanario The Economist publicó una investigación en la que graduaba a Chile como un centro de innovación, al que apoda el "Chilean Valley". BBC Mundo examina la experiencia chilena y la de otros países de la

Principales noticias

**Una mirada íntima al mundo de los secuestros en México**  
Unas 100.000 personas son secuestradas en México al año. Esta es mirada al mundo del secuestro, los negociadores policiales y privados, lo que sufren las víctimas y hasta lo que piensan quienes secuestran.  
3 mayo 2016

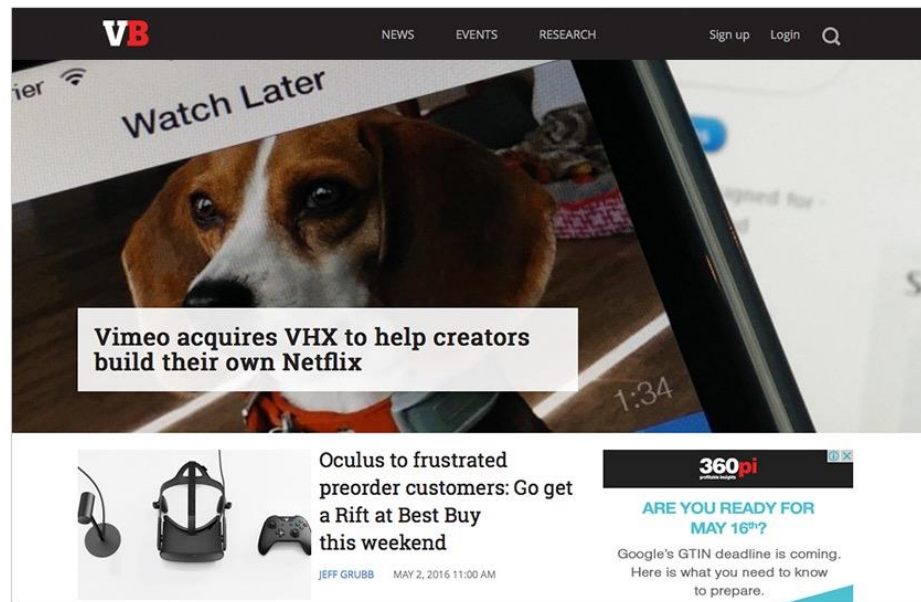
**Por qué Vladimir Putin les está ofreciendo a todos los rusos una hectárea de tierra gratis**  
3 mayo 2016

**Qué tiene que ver el entierro de un rey y una orgía en Tailandia con el éxito del Leicester**  
3 mayo 2016

Más noticias



# 1/6: Formulate





# 1/6: Formulate

- Examples include:
  - Crowdfunding Launch
  - Milestone (Reaching goal)
  - Milestone (Exceeding goal)
  - New Partnership
  - Official Product Launch



## 2/6: Amplify

TC

News Startups Mobile Gadgets Enterprise Social Europe

Trending Facebook SpaceX Google

Startups

Popular Posts

New Macbook Review

4 days ago

A Dyson engineer explains why the company spent \$71 million and four years developing a high-tech hair dryer

5 days ago

Windows 95 on the Apple Watch features the world's most twee Start button

7 days ago

Oops! Tinder's new friend-finding feature, Tinder Social, is ousting which of your friends use the app

8 days ago

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3 days ago

According to its

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Posted Oct 11, 2012 by [Anthony Ho](#) (@anthonyho)

7 SHARES



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WEBSITE <http://www.go.co>

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TC NEWSLETTERS



## 2/6: Amplify

- How will your venture change the world?
- What is your crowdfunding venture the first and best at?
- What will your company look like when it has 100 employees?



## 3/6: Messaging

- Emails should lead with social proof
  - Type 1: Harvard MBA, Y Combinator, Google Engineer
  - Type 2: 15 or 65 year old, former sports star
- Include social profiles (LinkedIn & Twitter)
- Address journalist by name in the subject line
- Editors do read emails (ex: [tips@techcrunch.com](mailto:tips@techcrunch.com))



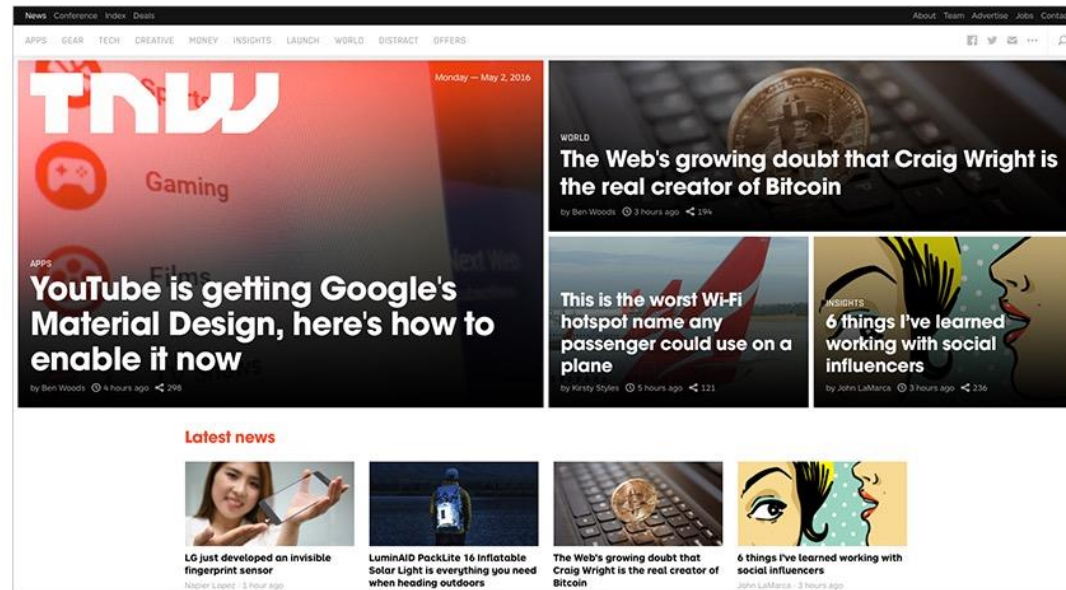
## 3/6: Messaging

- Press releases follow a very specific format
- Use data whenever possible
- **Example press releases:**

<http://www.publicize.co/example-press-releases/>



## 4/6: Outreach







## 4/6: Outreach

- Exclusive vs. Embargo
- Risk vs. Reward
- Improve chances with an exclusive
- **Coworking example: We used an exclusive**



## 4/6: Example Email

- Forbes:  
<http://www.forbes.com/sites/freddiedawson/2015/01/31/publicize-disrupting-pr-for-start-ups>
- On Tue, Jan 27, 2015 at 9:56 AM, Jim Glade <jim@publicize.co> wrote:
- Hi Freddie,
- I hope all is well. I am writing to see if you may be interested in an exclusive, it's actually for the company I work for. Having an exclusive in Forbes would mean the world. Normally the founder would write you but he knew we had talked a fair amount in the past.



## 4/6: Example Email

- The company is called Publicize, and its mission is to change the way startups approach PR. What we'll be launching is our Publicize 2.0 platform. Our founder, Conrad Egusa, is a former VentureBeat contributor and one of the things he noticed was how broken the PR industry was - traditional PR firms charge \$10K/month with a 6 month retainer, which isn't cost-effective or feasible for the majority of companies - especially startups.



## 4/6: Example Email

- Publicize, a company based in Medellin, Colombia, wanted to approach the PR industry as a startup would; today it has introduced a \$399/month PR solution. Something that is a bit unique about Publicize is that almost the entire team has backgrounds in journalism.
- If you may be interested, I have attached a press release to this email. Conrad would also be happy to have a call or to follow up with more information. We were hoping this may be published this week, although I know how busy you are and am happy to work around your schedule. If the story isn't for you, that's OK too and thanks again for all your time and consideration.
- Best,
- Jim Glade



## 4/6: Follow Up Email

- Hi (Reporter Name)
- I hope all is well. I wanted to send a quick follow up to my earlier email to see if you may be interested in the announcement. Many thanks for your time, I know you are busy if you don't have the chance to respond.



## 5/6: Unrelenting

- Further coverage to additional media publications
- Coordinate with social platforms (ex: Product Hunt)
- Consider using a Newswire at this time
- Looking for individuals in the media to contact?  
<http://publicize.co/tech-reporter-contact-list>



## 6/6: Strategize

- Strategize the upcoming campaign from the start
- **Crowdfunding example: Launch of new initiatives, partnerships and milestones**



# Contacting The Media

The screenshot shows the SafelyFiled website. At the top right, there are links for 'Sign up', 'Login', and 'Search'. The main navigation bar includes 'Products', 'Tools and Tips', 'Security', 'Price', 'About Us', and a 'Get Started' button. The hero section features the SafelyFiled logo and the text: 'With SafelyMD, your important medical information is available. No matter where you are.' Below this are two buttons: 'Useful Checklists' and 'SafelyMD!'. To the right is a large image of medical professionals attending to a patient. Below the hero section are three featured cards: 1) 'SafelyMD: Secure and Available Emergency Medical Data' with a video thumbnail and the text 'Why do you need SafelyMD? In an accident, will emergency'; 2) 'SafelyFiled Personal: For Organizing Families and Individuals' with a video thumbnail and the text 'Are you the responsible one? Are you the one who always takes'; 3) 'SafelyFiled Professional: For Safe and Secure Client Communication' with a video thumbnail and the text 'Are you a professional? SafelyFiled helps your clients get'.





# Contacting The Media



## SafelyFiled's founders prove innovation isn't just a young person's game (exclusive)

CHRISTINA FARR MARCH 21, 2013 2:25 PM

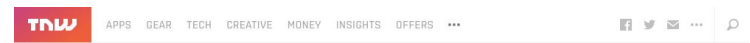
TAGS: CLOUD COMPUTING, DOCUMENT STORAGE, EXPERIENCED ENTREPRENEURS, FEATURED, MARK SNOW, MATURE ENTREPRENEURS, PAPER BASED, SAFELYFILED, SEMI RETIRED, SENIOR CITIZENS, SENIOR ENTREPRENEURS



Entrepreneurship is too often viewed as the realm of twenty-something, college dropouts with a crazy idea.

For Mark Snow, a 63-year-old long-time insurance executive (pictured above), it was a no brainer to start a cloud computing company. "The thought of playing golf every day is not something I look forward to," he said in an exclusive interview with VentureBeat.

The idea for his newly-launched startup **SafelyFiled** originated when Snow saw a need for secure storage for



## SafelyFiled is a cloud storage service for life's important documents

by JOSH ONG — 3 years ago in APPS

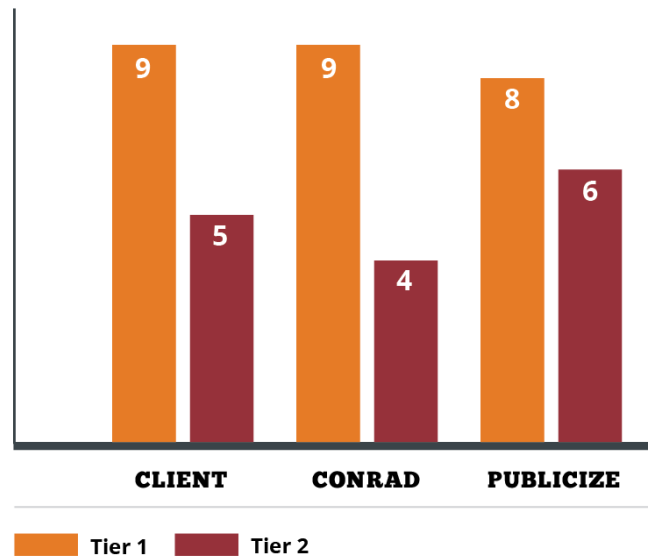


2 354 SHARES

<http://tnw.to/r2Yn>



# Contacting The Media





# Thought Leadership





# Thought Leadership



**Conrad Egusa** <conrad@publicize.co>

11/9/14



to Jonathan ▾

Hi Jon,

Many thanks for your email, I really appreciate your time. My name is Conrad Egusa ([LinkedIn](#)), I used to write alongside Anthony at VentureBeat, and now I spend most of the year in Latin America (Anthony had been nice to cover a venture I started in Medellin, Colombia [here](#)).

I write to see if a guest article I wrote may be considered for TechCrunch. The article (attached) is on Colombia's startup ecosystem; I had hoped I may be able to submit profiles on the startup ecosystems on each of the Latin American countries (I will be visiting Mexico for a month in January, and Chile/Brazil later in 2015).

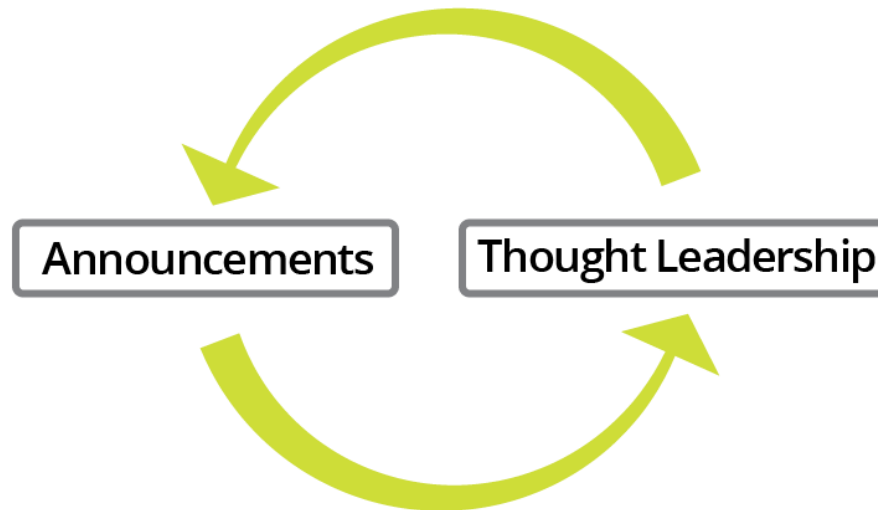
I attached the guest article for Colombia (it is ~1500 words but I can make it shorter if you'd like). As a note, I do not have a financial relationship with any people mentioned in this article (the only person is a Venture Capitalist who invested in a company I founded, however I disclosed this at the bottom of the article).

Many thanks for your time and energy Jon. I hope to hear from you (also I hope you may visit Colombia in the future!)

Best wishes,  
Conrad



# Pillars of PR





# Special Pitches

- What are special pitches?
- How can these be used for media coverage?



# What's It All For?





# Crowdfunding Summary

- How media can benefit your crowdfunding campaign





# Where Media Goes From Here

- Media financial struggles continue. Enterprises acquire more publications
- Continued fragmentation across platforms
- Increased editorial via thought leadership (ex: Forbes)
- PR expands focus to communication
- Internet famous to mainstream? Focus on images & video



# Thank you

- Email: [conrad@publicize.co](mailto:conrad@publicize.co)
- Website: <http://publicize.co>