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Catalyst@Berkeley
PUBLIC RELATIONS

Mission

In order to attract the best potential students from UC Berkeley, and to provide the most value to our teams, Catalyst@Berkeley needs to be establish itself as a key player in the healthtech and startup accelerator ecosystems. Without applicants to Catalyst@Berkeley, there can be no program. Validation is key to our success, which can come in the forms of public perception and empirical metrics of our performance. Considering the fact that we are still a nascent program, we must rely on the former for our launch: press is crucial to our success.

Goals

- Establish ourselves as a universally-recognized healthtech incubator in partnership with Skydeck | Berkeley, CITRIS, and Lester Center for Entrepreneurship

- Attract the best teams of students to apply to the Fall 2014 Catalyst Program

- Encourage deeper exploration and inquiry into healthtech within the university populations

- Generate excitement and passion towards the new frontiers of innovation in healthcare within the general population

Method

- Reached out to over 20 authors and editors from a collected total of 8 different news organizations via cold-email on Tuesday, September 2nd.

Results

VentureBeat: http://venturebeat.com/2014/09/03/student-led-health-tech-incubator-to-launch-at-uc-berkeley/

berkeleyByte: http://www.berkeleybyte.com/2014/09/03/catalystberkeley-launches-as-cals-first-student-run-health-tech-incubator/

SF Gate: http://blog.sfgate.com/techchron/2014/09/05/uc-berkeley-students-launch-health-tech-incubator/

Daily Californian: http://www.dailycal.org/2014/09/04/uc-berkeley-students-launch-health-tech-incubator/