



You know what this picture shows?

WiFi – available on the tallest place on Earth – Mount Everest.

Only Cambium Networks can make that possible.

But no one would have know about it if it weren't for their PR efforts.

Here is the story.

In 2017, Cambium Networks asked its PR agency of record Bospar to build brand awareness of the company as a leader in the wireless broadband space among key vertical media and top-tier business media, generate visibility for the company's growing portfolio of solutions, and promote key customer stories to help achieve business goals, including an increase in customers, market share and 50 percent YoY revenue growth. Cambium Networks also wanted to improve its employee and partner training program and tapped PR to develop a series of trainings.



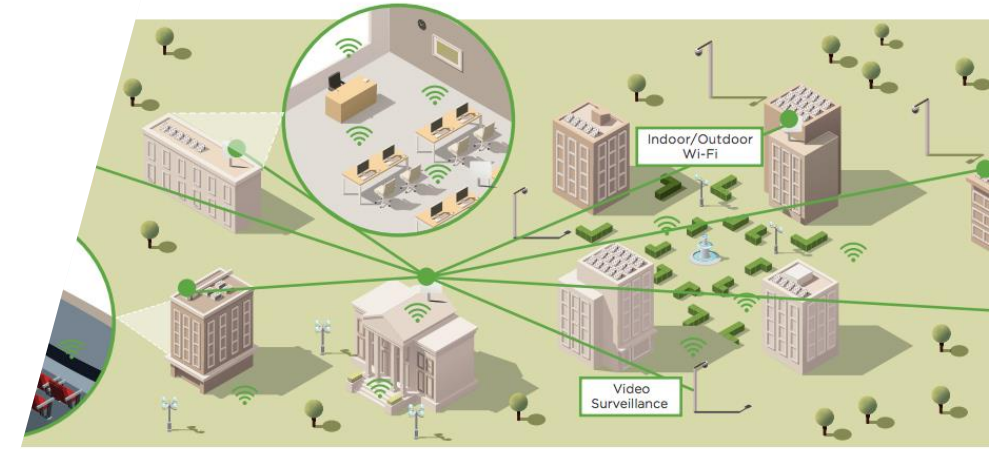
Strategy

Bospar commissioned third-party research examining American's views on the quality, price and reliability of their WiFi and the places and times that they need reliable WiFi.

PR paired data with the development of an industry white paper on understanding 5G and steps operators should take before deploying 5G to help establish Cambium's leadership on the topic and set the stage for subsequent announcements of 5G customer success stories, executive visibility and thought leadership.

PR also pushed out multiple announcements to achieve maximum visibility of the company milestones and set up the need for new products, including cnPilot and ePMP.

PR worked with Cambium to develop customer case studies and corporate social responsibility stories. PR also worked with Cambium on a CEO thought leadership program, including the development of a cadence of CEO blog posts that were pitched and placed in vertical and technology outlets before appearing on the Cambium blog.



ministration, students and guests
cure transactions.

n of the cost of leased lines, fiber,

50 countries around the world,
application.

nectivity at special events or sport arenas

leo surveillance and monitoring at key locations

ilities monitoring and control to manage security
nd access

Proven Solutions

- **Enterprise-class 802.11ac Wi-Fi Access Networks**
 - Indoor Wi-Fi networks
 - Outdoor hotspot and Wi-Fi networks
- **Wide-Area Narrowband connectivity for SCADA communications**
 - Available in 220, 450, 700 and 900 MHz licensed and unlicensed bands
- **Wide-Area Point-to-Multipoint Wireless Access**
 - Licensed and Unlicensed Wide Area Networks
 - Communications infrastructure for interoffice and video surveillance connectivity
- **Long Range Point-to-Point Wireless Backhaul**
 - Licensed Microwave and Unlicensed Backhaul
- **Single Pane of Glass Network Management**
 - Bird's eye view of Field Area Network
 - Rapid on-boarding and provisioning of new nodes
 - End-to-end performance and fault management
 - Centralized firmware and software management





Strategy

PR developed and presented a comprehensive training program for Cambium Networks employees and partners on how to leverage social media channels to increase Cambium awareness.

PR developed and executed an analyst relations program, conducting outreach to more than 30 key industry analysts at Gartner, IDC, Forrester, Frost & Sullivan, Ovum, ARC, Enterprise Management Associates and others to set up introductory briefings with Cambium, provide them with an overview of the product portfolio and new announcements, and pursue inclusion in relevant industry research.

PR conducted outreach to vertical wireless broadband media, top-tier consumer, business and tech media, and local and national broadcast media.





Cambium Networks

Media Snapshot

Inc.: [25 Simple Daily Habits that Separate High Achievers from Everyone Else](#)

VentureBeat: [You Can Now Get a WiFi Connection on Mount Everest](#)

VentureBeat: [12 Companies That Could Make 2018 Epic for US Tech IPOs](#)

Huffington Post: [Beyond Convenience for Refugees, Internet Access Can Be As Important As Food](#)

InformationWeek: [Big Data, software platforms, tech vendors to watch in 2018](#)

CRN: [10 Connected Platforms and Products Unveiled at IoT World](#)

Urgent Communications: [Cambium Networks Bolsters Wireless Broadband Capacity for Elevate Access Solution](#)

RCRWireless: [Cambium Networks Connects Pembroke Township](#)

Channel Partners: [7 Minutes with Cambium Networks President and CEO Atul Bhatnagar](#)

Bospar



45%

of Americans can't connect
to their Wi-Fi provider
at least once a week



Cambium Networks

Results

Cambium Networks saw an increase in new customers and an increase in revenue. The company also bolstered its employee and partner training program with Bospar's contributions, leading to an increase in social media activity by employees and partners that raises Cambium's social profile.

PR secured over 181 pieces of coverage and over 90 million impressions. PR developed and executed an analyst relations program, conducting briefings to more than 30 industry analysts at Gartner, IDC, Forrester, Frost & Sullivan, Ovum, ARC, and Enterprise Management Associates. PR increased Cambium's media exposure by 337% YoY.

"We needed to enhance our visibility in the industry to support our growth objectives," said Scott Imhoff, Senior Vice President of Product Management. "The Bospar team partnered with us to first understand our business and target markets. Then, they executed a detailed media and analyst relations plan to clearly express our message and relevance to our target markets. This has been a key component to achieving our business goals"





Cambium Networks

The Bospar Factor

PR worked with Cambium Networks on a multi-pronged approach that leveraged new research that Cambium owned and included the development of an industry white paper, a CEO thought leadership program, and key pieces of collateral, including customer case studies, to generate placements in vertical media and top-tier business, technology and consumer outlets. PR also developed multiple social media training presentations tailored for different audiences.

Budget: \$28,000 (CONFIDENTIAL)



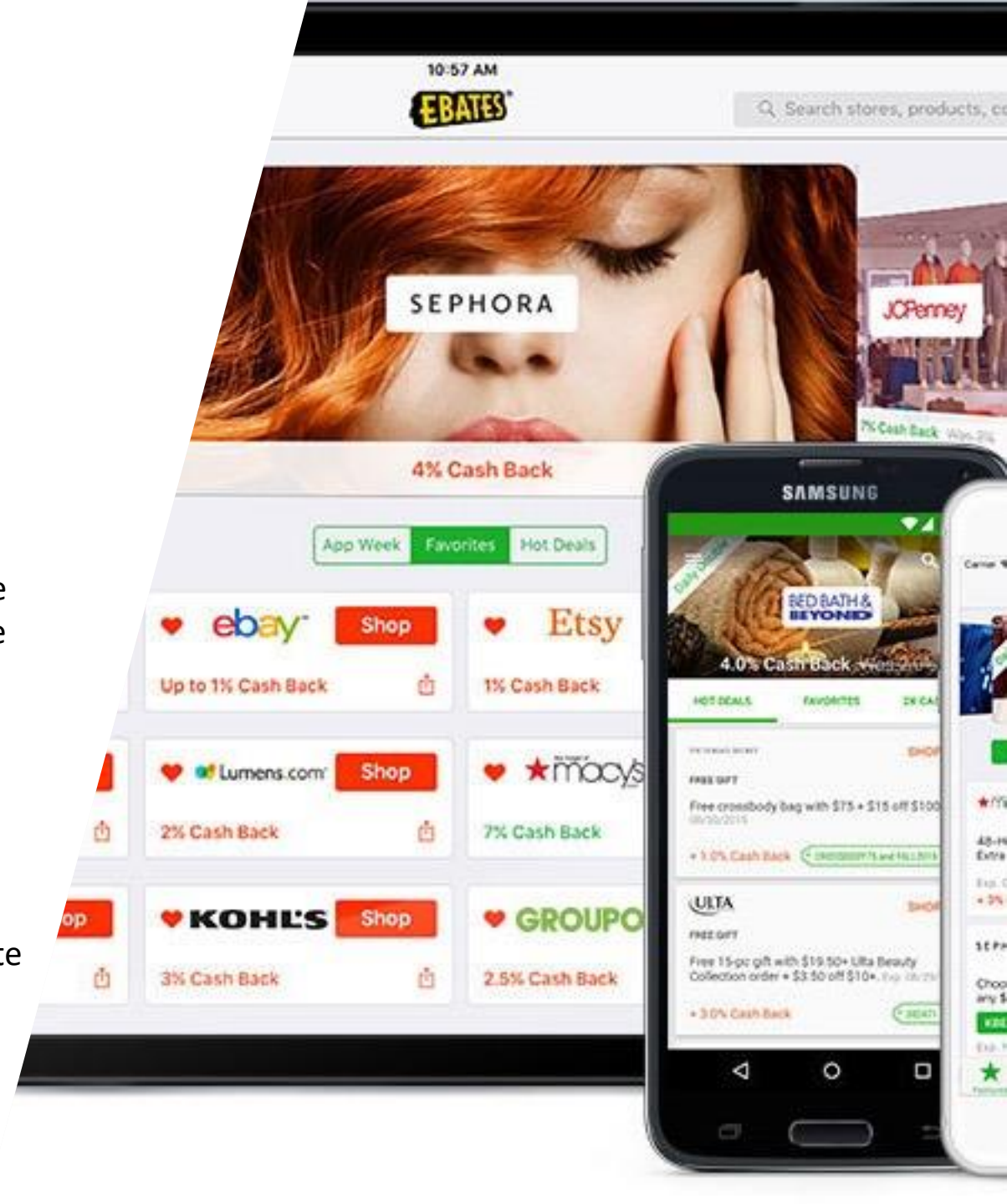


Challenge

Ebates is the pioneer and leader in online cash back shopping and subsidiary of global internet services company Rakuten. Ebates has partnerships with more than 2,000 stores, including retail, hospitality, food and drinks, and travel.

In September 2014, Ebates was acquired by Rakuten for \$1 billion. Before, during and after this time, Ebates has asked its PR agency of record, Bospar, to build the company's brand reputation—including the Ebates app and browser extension. The Ebates app allows users to save money while shopping on the go, and the browser extension makes it easy to connect to Ebates from any affiliated website.

For the 2017 holiday shopping season, Ebates wanted to raise awareness that it's the #1 source for online cash back shopping. To do this, the PR team worked with Ebates to commission third-party research to determine consumer thoughts on holiday gifts and consumer behavior around the holidays. PR leveraged the data to create stories focusing on holiday shopping and developed story lines about the top gifts and top stressors of the holidays.





Tactics

Bospar commissioned third-party research about consumer opinions and behaviors around the holidays and holiday shopping. Topics included:

- Top gifts: what consumers want and don't want to receive (teens included)
- How much families are willing to spend
- What makes people most stressed during the holidays (such as shopping, holiday parties, family get-togethers and politics)

Bospar paired data with Ebates app pitching to appeal to tech media and leveraged Ebates deals to reach out to personal finance and savvy shopping media. The PR team also worked with media influencers and bloggers to act as Ebates evangelists to tell the broader message of Ebates to consumers. Finally, Bospar conducted outreach to vertical retail media, top-tier consumer, business, personal finance and tech media, and local and national broadcast media to ensure complete message penetration.





Media Coverage

For the holiday shopping season, PR generated more than 190 pieces of coverage to equal 1.7 billion impressions and an approximate ad equivalency of \$26 million.

USA Today: [Welcome to Green Monday. Today is a big shopping day](#)

The Washington Post: [Being debt-free for the holidays is a feeling you can't buy in a store](#)

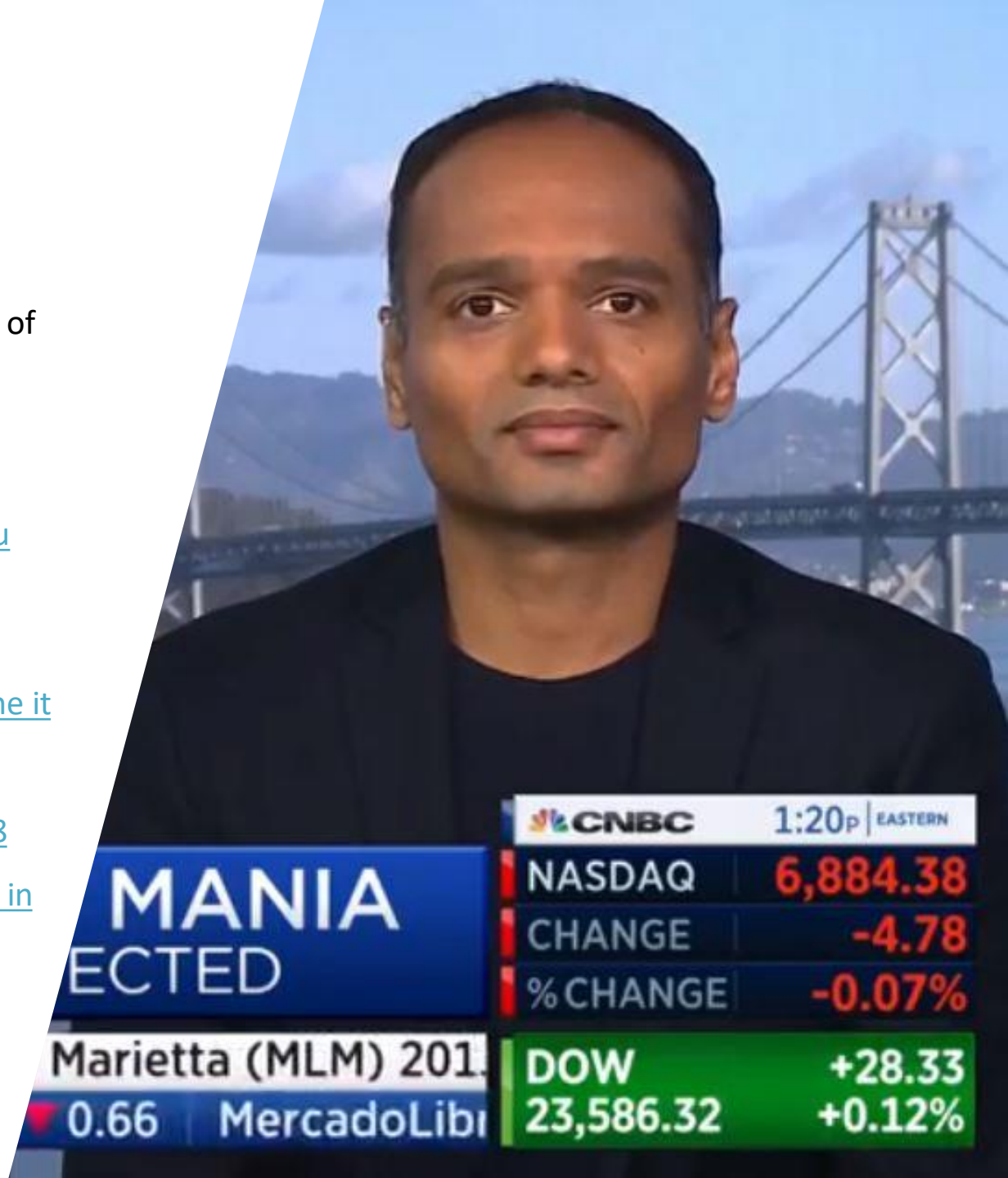
New York Post: [These savings hacks will make you richer in 2018](#)

Business Insider: [Travel the world, according to people who have done it](#)

MSN: [The hardest-to-find toys each holiday season since 1983](#)

Moneyish: [7 kick-ass savings hacks that will make you RICHER in 2018](#)

Chicago Tribune: [Your likes or the recipient's? Overcoming indecision in gift-giving](#)





Media Coverage

Lexington Herald Leader: [These seven steps can get 2018 off to a good financial start](#)

Money Talks News: [Dozens of Stores and Restaurants Offer Up to 25 Percent Cash Back](#)

CNET: [Get an Acer Swift 3 ultraportable for \\$419.99](#)

USA Today: [Welcome to Green Monday. Today is a big shopping day](#)

Motherhood Moment: [Thrifty Thinking: Ebates Double/Triple Cash Back](#)

Working Mother: [12 Shopping Apps That Will Save You Serious Cash This Holiday Season](#)

WHAS11: [Kohl's, Toys R Us to stay open around-the-clock until Christmas](#)

REVIEWS

NEWS

VIDEO

HOW TO

APTOPS

Get an Acer S ultraportable

Slim, sexy and packed with
been cheaper. Plus: three
Bluetooth speaker!

BY RICK BROIDA / DECEMBER 21, 2017 6:30



Media Coverage

NerdWallet: [3 Questions to Answer Before Shopping on Super Saturday](#)

Timesunion: [3 Questions to Answer Before Shopping on Super Saturday](#)

Richmond Times-Dispatch: [Being debt-free for the holidays is a feeling you can't buy in a store](#)

Omaha World-Herald: [How many of these 14 toys from Christmases past do you remember?](#)

Insider: [15 online shopping hacks that can save you a ton of money this holiday season](#)

Deseret News Family: [Being debt-free for the holidays is a feeling you can't buy in a store](#)

Timesunion: [Macy's: Select 8-piece bedding sets just \\$29.99 shipped](#)

Bospar

IT CARDS BANKING INVESTING MORTGAG

ve Making money Life events

Advertiser Disclosure

3 Questions to Shopping on



COURTNEY JESPERSEN

December 15, 2017

Save

Holiday Tips & News, Money Saving Tips, Personal Fi





Media Coverage

CentSai: [Cheap Gift Ideas: 6 Tips to Buy Used and Get Great Deals](#)

USA Today: [Kohl's, Toys R Us to stay open around-the-clock until Christmas](#)

WHAS11 (Kentucky): [Kohl's, Toys R Us to stay open around-the-clock until Christmas](#)

CentSai: [Cheap Gift Ideas: 6 Tips to Buy Used and Get Great Deals](#)

CNET: [Get 4 Tile trackers for \\$49.99](#)

Timesunion: [New Jersey adults eye 'secret Santa' for holiday gifting](#)

The Chive: [These are the most in demand Christmas toys from the last 30 years \(34 Photos\)](#)

PT Money: [The Best Cash Back Sites \(like Ebates.com\)](#)

Bospar

NG

Is Trump's Harvest Box Plan a Good Idea

GRIND

MONEY NINJA

RESOURCES



ap Gift Ideas: 6 Tips to Buy Used and
als



Results

"We have worked with Bospar since their inception," said Priti Khare, director of public relations for Ebates. "The team is creative, committed and highly results-oriented. Their excellent media relations efforts have helped propel Ebates into a leading online shopping destination. Compelling stories in leading outlets, including Time Magazine, USA Today and Good Housekeeping, have helped Ebates to consistently grow its membership, adding 10% more signups than the previous year. Bospar's PR efforts clearly drive results that positively impact the bottom line."

Bospar's work for Ebates was honored with two awards in 2017:

[Business Intelligence Group's Campaign of the Year – 2017](#)

[MarCom Platinum Award – 2017](#)

Budget: \$15,000/month (CONFIDENTIAL)





Varo Money was set to change banking as we know it - they just needed to raise the capital to support their vision.

The question was how?

In July 2017, Varo applied to the Office of the Comptroller of the Currency (OCC) and the Federal Deposit Insurance Corporation (FDIC) for a [national bank charter](#), which would allow Varo to deliver on its promise of offering its customers nationwide access to a full range of products and solutions and the highest standards of consumer protection. If approved, Varo would become the first national bank in the U.S. designed for people who want to bank on their smartphones.

The problem? Regulators and industry groups are resistant to fintechs moving into banking, and one month prior, when SoFi applied for an Industrial Loan Charter (which is much less expansive than a national bank charter), the media and industry backlash was almost exclusively negative.





Strategy

The PR team knew we would need to get ahead of the public disclosure if we were to influence the media's reaction. We convinced regulators to agree on a specific time and medium for making the disclosure and to allow advance briefings with top media we knew would be reporting on it.

Since we knew downstream media would take cues from the positioning given by first reports from top reporters/influencers, we created a snowball effect by seeding them with consumer benefits, a friendly video of the CEO explaining a customer-first message, and consumer spokespeople – all timed to coincide with a major speech from OCC that might have sparked additional negative coverage from the original SoFi story on its own.

Following the announcement, we released consumer research on what millennials are looking for from their bank, before they become parents and how the gender pay gap influences spending – all tactics and topics that we found from direct research would drive downloads and new accounts.

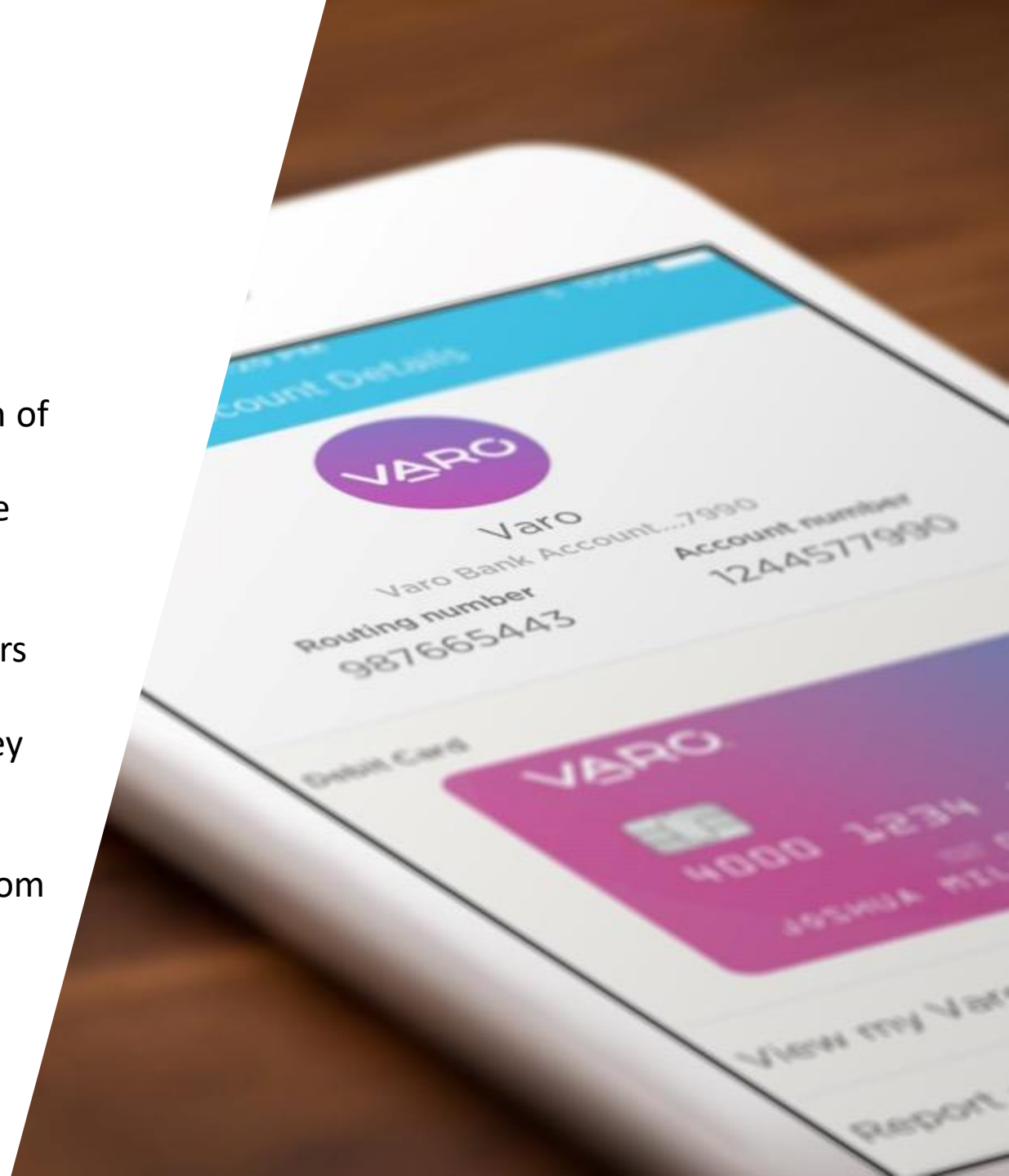




Tactics

To execute, PR did the following:

- Pitched the announcement under embargo to secure reporter interest one to two weeks before distribution of the press release
- Conducted simulated interviews beforehand to ensure that spokesmen were well prepared and able to successfully communicate key messages
- Provided reporter opportunities to interview customers and select analysts
- After interviews were completed, PR sent reporters key messages, ensuring accurate and targeted message delivery
- Leveraged collateral and discovered relevant points from additional interviews for follow-ups





Media Coverage

The Wall Street Journal: [Fintech Firm Backed by Warburg Pincus Files for Bank Charter](#)

TechCrunch: [Mobile banking startup Varo Money has applied for a bank charter](#)

American Banker: [Mobile-only fintech makes play for \(regular\) bank charter](#)

PYMNTS: [Varo Money Applies For Charter To Become A Mobile-Only Regulated Bank](#)

San Francisco Business Times: [Why another S.F. company is moving its headquarters out of state](#)

FOX Business: [News Highlights: Top Financial Services News of the Day](#)

Reuters: [BRIEF-Varo Bank applies for a national bank charter](#)

Bloomberg: [Rules Relax, Rates Rise and Some New Banks Start Up in the U.S.](#)

Buzzfeed: [Square Wants To Be A Bank, And Real Banks Are Pissed](#)

Nasdaq: [5 Questions for Colin Walsh, CEO of Varo Money](#)

Bospar

is know.

deo ▾ Events ▾ Crunchbase

6



Galaxy S9
The Camera. Reimagined.

DISRUPT SF All new attendee passes now available for Disrupt SF starting at \$100

Mobile banking startup Varo Bank charter

Posted Jul 25, 2017 by [Ryan Lawler \(@ryanlawler\)](#)





Results

For the bank charter announcement, PR generated more than 117 pieces of coverage to equal 592 million impressions – 97% of which had a positive sentiment. The team secured coverage in major business and technology outlets, including the Wall Street Journal, TechCrunch, Reuters, BuzzFeed, Bloomberg, San Francisco Business Times, American Banker and PYMNTS.

Even more important: the company was able to raise \$45 million in its latest round.

Emily Brauer Gill, Director of Brand and Communications at Varo, says, **“In the month following the announcement, inbound installs increased 75 percent month over month and have continued on an even stronger growth trajectory since.”**

Budget: \$15,000/month (CONFIDENTIAL)





Challenge

Conversica is the leader in AI-powered business conversations and the only provider of AI-driven lead engagement software. The flagship AI Sales Assistant helps companies find and secure customers by automatically contacting, qualifying and following up with leads via natural, two-way email conversations. Conversica announced a major Series B funding round—the largest amount ever for this type of AI company—on Dec. 14, 2016.

Conversica wanted Bospar to secure wide coverage of the funding round in business and technology media and specific target industry verticals; generate interest in Conversica on social media; drive traffic to Conversica's website; and generate interest in product demos and free edition sign-ups.

But Conversica didn't see the funding announcement as a flash in the pan. They wanted this launch to be a turning point in their PR program and company visibility.

Bospar had a plan...

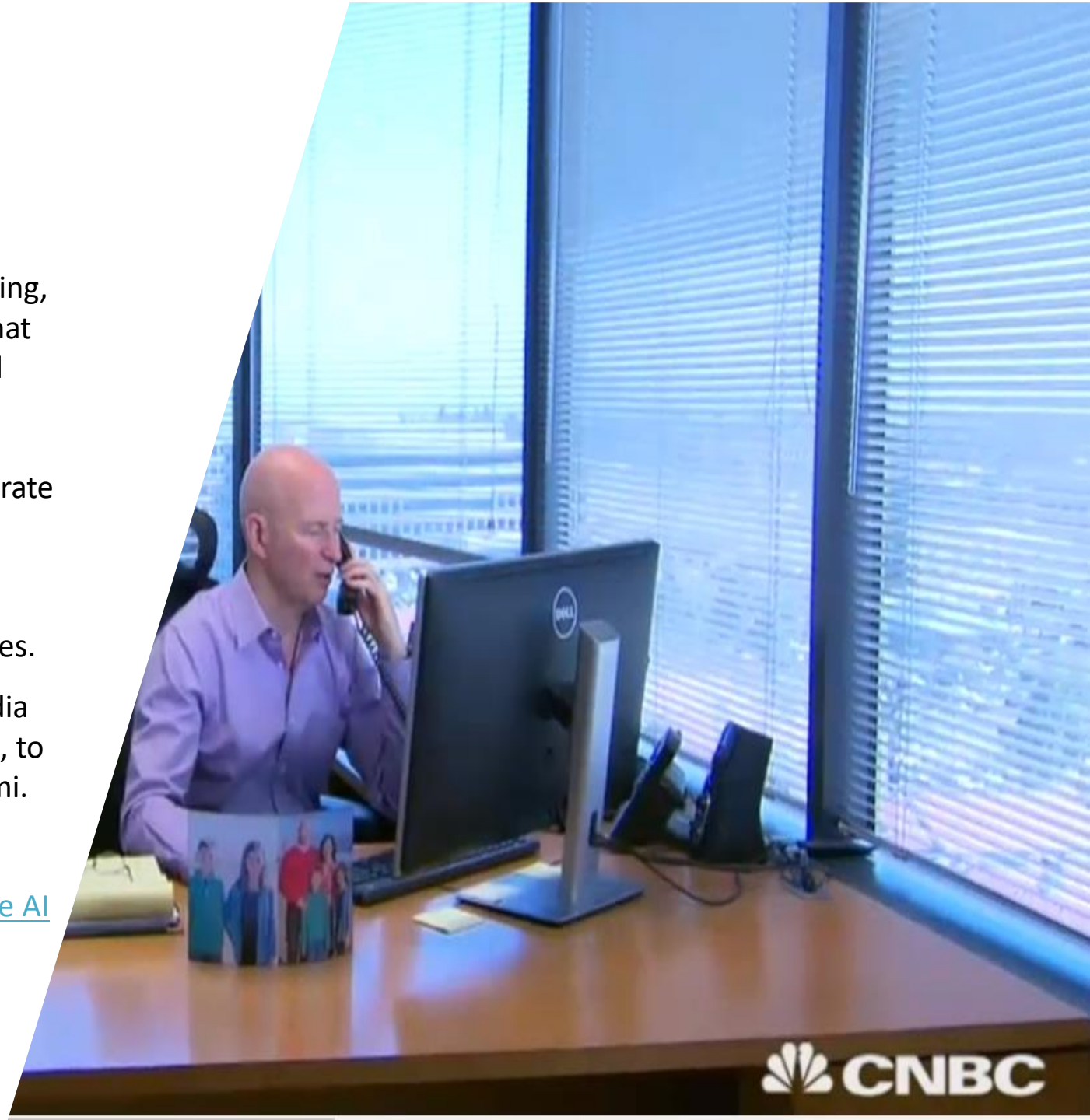




Strategy

Bospar worked with Conversica on funding and company messaging, leveraging new stats on the incredible growth of the AI market that reinforce Conversica's leadership position. The agency developed media collateral and leveraged new content in tailored pitches, a press release, and contributed content to support the initiative. Bospar capitalized on the media interest in AI companies to generate buzz for Conversica and its first-of-its-kind funding round – and secure interest after the round was finished. In order to do that, Bospar needed to bolster Conversica's thought leadership and establish the company as the new face of AI for today's enterprises.

After the funding round was announced, Bospar kicked off a media tour in 2017, leveraging the excitement they had already created, to book one-on-ones with key reporters, including CNBC's Eric Chemi. We pitched him the story that Conversica's AI was so lifelike that men would flirt with them. Eric loved the story and visited Conversica to meet the team. In July 2017 the story aired: ["These AI bots are so believable, they get asked out on dates."](#)





Execution

Bospar developed a comprehensive, highly-vetted funding media list inclusive of media and analyst contacts covering financial, business and entrepreneurs/leadership; technology; artificial intelligence and sales and marketing technology; and specific verticals tied to Conversica customers. Bospar worked closely with Conversica to develop and refine funding messaging and corporate positioning and developed a press release to announce the funding news and (re)introduce Conversica to the press and all constituencies. The agency packaged up funding news with new stats showing how AI is more effective than humans to highlight the need for Conversica's solutions in the workplace and identified Conversica customers who could be mentioned or quoted in the press release or offered up to media for interviews. The PR team reviewed and edited bios and other collateral for the CEO and other Conversica spokespeople to help tell the company story. The team pre-pitched funding news and company stats in tailored pitches to media contacts and offered the funding news press release and executive interviews under embargo to generate excitement and secure stories for launch day.

Bospar

Thank you for stopping by our booth at
MIT Raleigh.

Would you be interested in setting up a call to learn more?

Thank you very much and have a good morning,

Assistant

Lead Response

Hot Lead



Nov 20, 2017 12:16 pm



RE: Your Request

Hello Rachel

Yes I would be interested in learning more about what
areas you can help me. What do you have available this
coming Wednesday morning the 22nd?

Thanks

Eric

Marketing Manager

> AI Feedback



Sent Message



Nov 20 12:20 pm

Hello Eric,

Luke is interested in getting to speak with you.

Would you prefer that we use (772) 555-3065 to
contact you during the day?

Regards,

Rachel

Sales Assistant



Execution

After the funding round, Bospar kept up the heat.

At the start of 2017, Bospar took on Conversica's social media properties, growing their Twitter base from 2,000 followers to 10,900. The agency created shareable art and user engagement strategies that relied on earned media and native advertising.

Bospar also worked with Conversica to position the company as the leader in their category, scheduling analyst meetings and ensuring inclusion in all key reports and rankings.

Bospar commissioned surveys about AI to learn how people felt about the emerging technology – from their concerns to their hopes. Bospar also tapped into popular culture, leveraging science fiction such as Westworld, Star Wars and Blade Runner to create contributed content bylines and studies to elevate Conversica's thought leadership position within the noisy realm of AI.

Bospar's efforts with Conversica resulted in the agency earning a [gold award](#) in the 2017 MarCom Awards.





Media Coverage

The Next Big Future: [AI boosting ease of use for CRM and boosts salesperson productivity](#)

CRM Buyer: [Sales, Marketing Poised for AI Revolution](#)

GeekTime: [Conversica raises \\$34 million to generate leads with their automatic email technology in new languages](#)

Network World: [Conversica raises truckloads of cash to apply AI](#)

PYMNTS: [AI Innovator Conversica Raises \\$34 Million In Series B](#)

PitchBook: [Conversica pulls in \\$34M Series B round](#)

MarTech Advisor: [Conversica Secures \\$34 Million in an Oversubscribed Series B Financing Round](#)

Silicon Valley Business Journal: [Silicon Valley Business Journal](#)

siliconANGLE: [Conversica lands \\$34M to bring AI to sales lead nurturing](#)

A portrait of Alex Terry, CEO of Conversica, a bald man with a light complexion, wearing a dark suit and a light-colored shirt. He is looking slightly to the left of the camera with a neutral expression.

ALEX TERRY
CONVERSICA CEO



Media Coverage

Wall Street Journal: [Conversica Raises \\$34 Million Series B for Business-Focused AI Chat](#)

Fortune Magazine: [This Cyber 'Sales Assistant' Uses Artificial Intelligence to Hook New Leads](#)

TechCrunch: [Conversica lands \\$34 million Series B to build intelligent sales assistants](#)

TechCrunch: [Artificial intelligence finds its way into business through sales](#)

VentureBeat: [Conversica raises \\$34 million to help sales teams convert leads through bot-powered email conversations](#)

ZDNet: [Conversica raises \\$34m to scale its conversational AI](#)

insideBIGDATA: ["Above the Trend Line" – Your Industry Rumor Central for 12/19/2016](#)





2017 Sample Media Coverage

TechTarget: [Natural language driving proliferation of FB Messenger](#)

Inc.: [10 Ways Artificial Intelligence Can Automate Your Business Today](#)

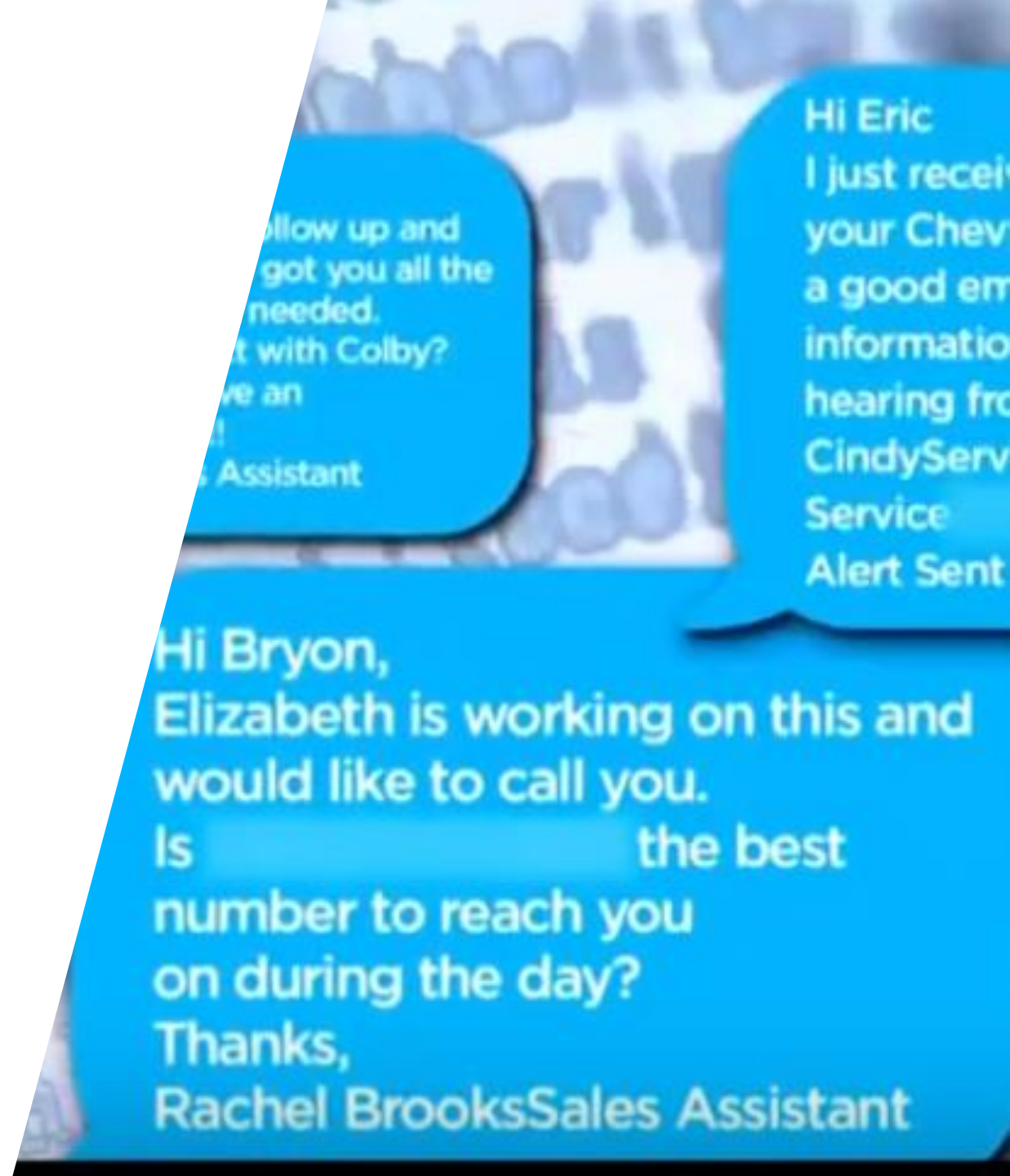
Discover Magazine: [Star Wars Droids Top Sci-Fi Robots Survey](#)

Business News Daily: [20 Small Business Trends and Predictions for 2018](#)

Social Media Today: [How Conversational AI Provides Marketing and Sales a Competitive Edge](#)

Business 2 Community: [How Conversational AI Provides Sales a Competitive Edge](#)

Medium: [The 3-Minute Pitch that Won Over Dreamforce Audiences — Twice](#)





2017 Sample Media Coverage

Disruptor Daily: [The State of AI: 7 Stats You Need to Know](#)

SFGate: [Wonder Woman artist gets a nod from Prada](#)

Martech Advisor: [How AI can Save Marketing Teams Time and Generate Pipeline Opportunities](#)

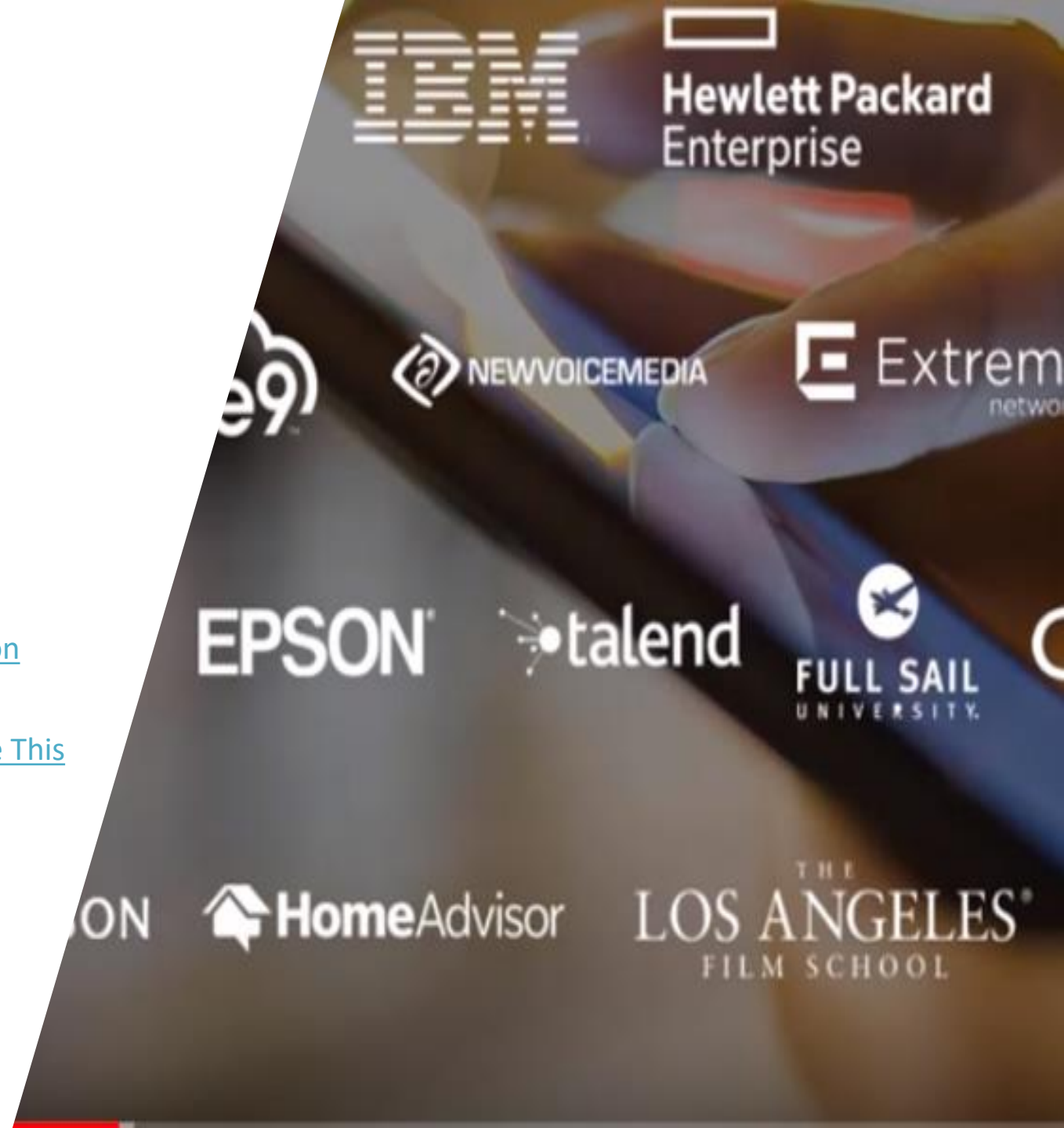
Technology: [That neural network that is trading](#)

TGDaily (Tech Guru Daily): [The Impact of Artificial Intelligence on Financial Lead Generation and Nurturing.](#)

Daily Caller: [Many People Are Thankful For Artificial Intelligence This Thanksgiving, Says Poll](#)

Infosecurity: [AI: The Guest of Honor at Thanksgiving](#)

Bospar





2017 Sample Media Coverage

San Francisco Business Times: [Conversica's AI-powered robots follow sales leads](#)

SiliconAngle: ['Wait, that was a robot?' Lending company reels in sales prospects with email agent](#)

Business News Daily: [Most Americans Embrace AI in the Workplace](#)

Forbes: [Most Consumers Welcome AI; Here's What It Means For Retailers](#)

CMS Wire: [Why Marketers Have AI on the Brain](#)

Young Upstarts: [3 Ways Startups Are Using AI To Improve Daily Operations](#)

MarTech Series: [Interview with Carl Landers, CMO, Conversica](#)

DesignNews: [AI Is Creating Jobs, Not Destroying Them, Studies Find](#)





Results

Conversica reported that the metrics reflect “fantastic engagement!” During the month of the launch, the campaign achieved and/or exceeded its goals, resulting in: 1,300+ visitors to Conversica’s website—a new record; 1,338 social mentions—a new record; 41 product demo requests—a new record; and 34 free edition product sign-ups — also a new record. Bospar generated financial, business, product and vertical coverage, securing more than 450 stories across all relevant media categories, as well as executive profiles, for a total UMV of over 59 million.

"The team at Bospar has catapulted Conversica into a much higher orbit of awareness, thanks to their creative ideas, flawless execution, deep media relationships and dogged persistence,” said Carl Landers, CMO, Conversica. “With Bospar as our greatest advocate, we've garnered the company's first national TV news coverage on CNBC, had stories run in the top business sites, including Inc., Entrepreneur, TechCrunch and HBR, won the Red Herring 100 “Best AI in the Enterprise” awards, been included in key analyst reports, and increased VC and investor awareness.”

Budget: \$20,000/month



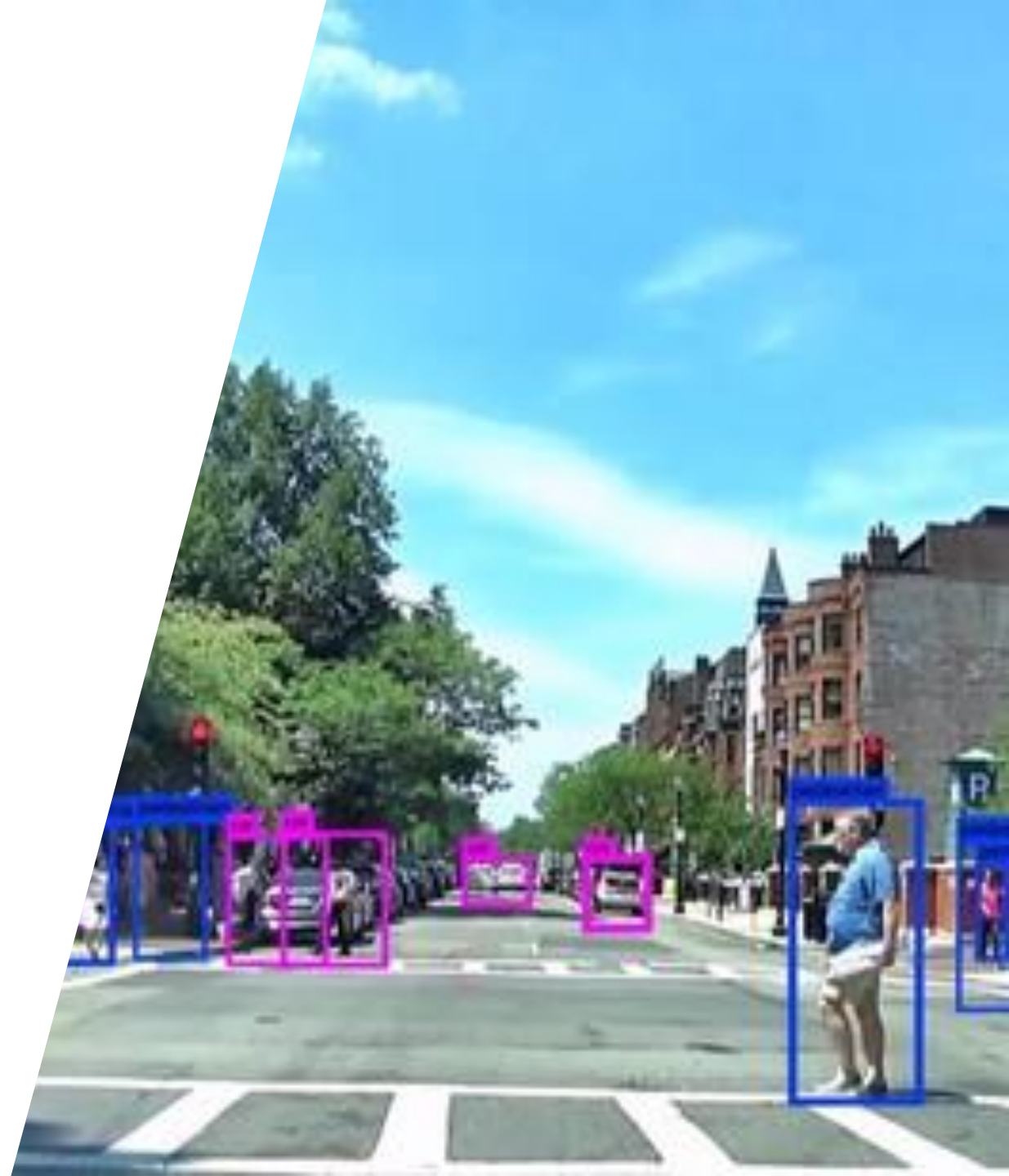


How does a robot see?

If you look at the picture you can see how it recognizes people and objects – crucial to self-driving cars and other AI-focused technology.

That's what Neurala offers. Neurala is a deep learning neural networks company that recently announced that it received \$14M in Series A funding. While most funding stories focus on the fundraising round and the investors behind the capital investment, Neurala wanted to bring the focus back to its software, The Neurala Brain.

Neurala has an interesting background, which PR leveraged to generate awareness of the mission, technology and personnel behind the company. Neurala's co-founder and CEO Massimiliano "Max" Versace—member of the famous fashion royalty family—has a Ph.D. in Cognitive and Neural Systems and founded Neurala with two of his fellow Ph.D. candidates, Anatoly Gorchechnikov and Heather Ames. PR leveraged Versace's background and name to draw attention to the core of what the company does—make everyday devices, including cars, more autonomous.





Additionally, Neurala boasted previous partnerships with the Department of Defense and NASA as early adopters of their software.

The PR team leveraged the background information as well as Neurala's current client list to announce the funding while making "The Neurala Brain" the primary focus. The main goal was not just to secure coverage but to make Neurala a household name and drive future investments.





Strategy and Tactics

Bospar held multiple messaging and positioning sessions to develop the tagline “The Neurala Brain” and included the software name in all PR and marketing materials, including press releases. The PR team also developed a thought leadership platform for key executives to secure high-level contributed content.

Bospar developed a comprehensive, highly vetted funding media list, inclusive of media and analyst contacts, covering:

- Business
- Entrepreneurs/Leadership
- Technology
- Artificial Intelligence





Execution

- PR pitched the announcement under embargo to secure reporter interest one to two weeks before distribution of the press release
- Conducted simulated interviews beforehand to ensure that spokesmen were well prepared and able to successfully communicate key messages
- Provided reporter opportunities to interview customers and friendly analysts
- After interviews were completed, PR sent reporters top messages, ensuring message delivery
- Leveraged collateral and discovered relevant points from additional interviews for follow-ups





Media Coverage

CNBC: [Coming to a home near you: Thinking toys, security cameras and cars powered by Neurala](#)

Wall Street Journal: [Funding Snapshot: AI Software Startup Neurala Raises \\$14 Million Series A](#)

TechCrunch: [Neurala closes \\$14M Series A to bring machine learning to the edge](#)

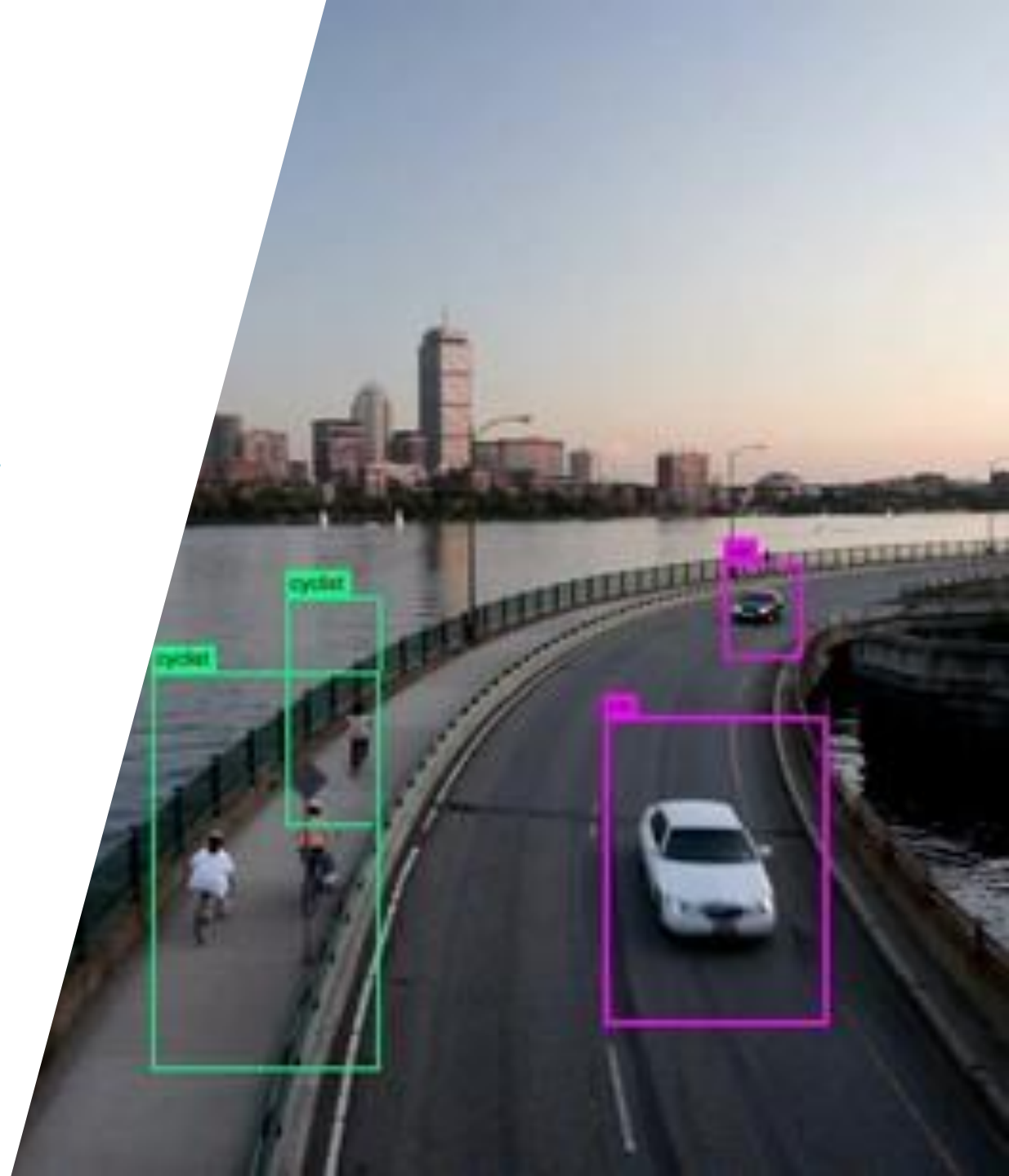
VentureBeat: [Deep learning startup Neurala raises \\$14 million to build brains for drones, autonomous cars, and more](#)

Fortune: [Versace Family Member Wants To Succeed In Artificial Intelligence, Not Fashion](#)

Inc: [This Artificial Intelligence Expert Breaks Down Your Burning Questions](#)

Boston Herald: [Boston Company Takes AI to Earth](#)

Bospar



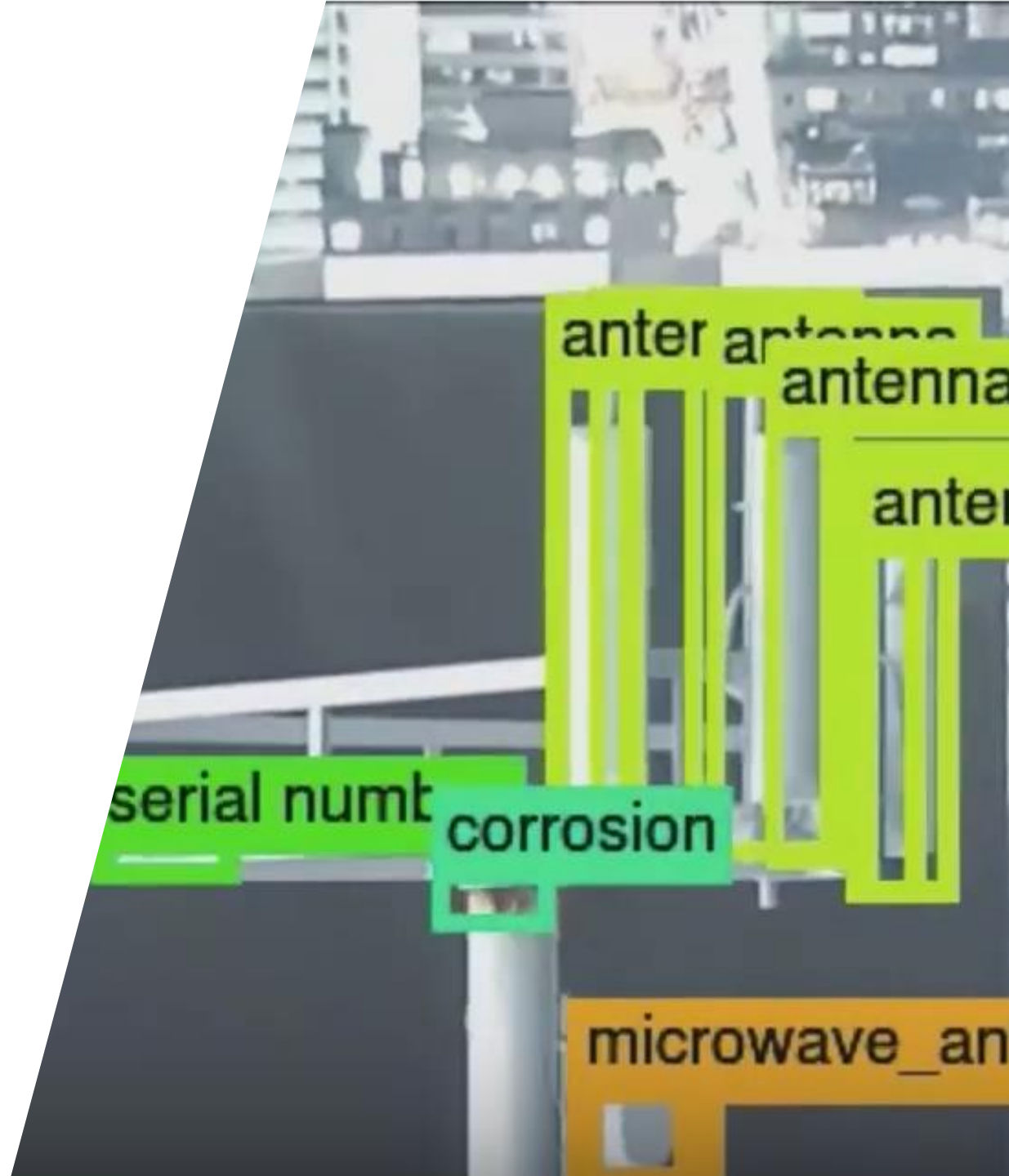


Media Coverage (continued)

ZDNet: [Neurala raises \\$14m to expand market for NASA-tested AI into drones and cars](#)

Inverse: [NASA's Mars Rover A.I. Could Help Drive Autonomous Cars](#)

The Street: [Versace family member lands \\$14M for NASA-tested AI startup](#)





Challenge

Harvey Weinstein. Matt Lauer. Travis Kalanick. Donald Trump. Mario Batalli. Louis CK.

2017 brought the rise of the #MeToo movement and, with that, feelings of distrust, disenfranchisement and sheer anger.

But it also brought feelings of empowerment and opportunities for women to be heard. Organizations like CloudNOW are helping promote female empowerment, especially in the workplace. Aimed at providing a forum for networking, knowledge sharing, mentoring, and economic growth for women in cloud-computing, CloudNOW is continuing to make waves. And Bospar is helping them do so.

Bospar's relationship with CloudNOW has spanned several years, but this year it got very real, very quickly. Bospar is an agency of diversity, with our employees representing a vast array of backgrounds. And most of us are women. Working with CloudNOW to help promote the advancement of women in cloud is a no-brainer.





Program Elements

In 2017, CloudNOW had a few noteworthy partnerships and programs, including:

Holberton School

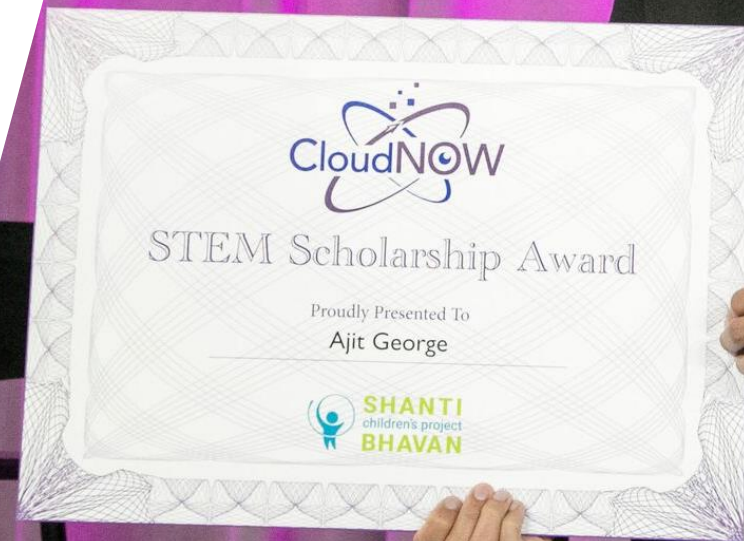
- Using project-based learning and peer learning, Holberton's mission is to train the best software engineers of their generation
- CloudNOW and Holberton worked with Google, Accenture and Scalify to help finance student costs for an award-winning software engineering education
- Teams worked to develop and distribute a press release around a stipend announcement in October
- Bospar's team pitched the story to media to secure interest





Shanti Bhavan

- CloudNOW teamed up with the [Shanti Bhavan](#) school in Bangalore, India, to help provide STEM education to female students in India
- Shanti Bhavan was the subject of the recent hit Netflix documentary “Daughters of Destiny” and is the only educational program of its kind
- Together with Intel, Apcera and CB Technologies, CloudNOW awarded full scholarships covering tuition and living expenses for a year to three women dealing with extreme socioeconomic barriers
- Bospar worked with the Shanti Bhavan team to draft and distribute a press release in November
- Bospar’s team pitched story to media to secure interest and coverage





6th Annual Women in Cloud Awards

- CloudNOW held a successful event at Google HQ honoring the top ten women in cloud
- Team worked with Google, LinkedIn, Accenture, and leaders in tech and business to plan and execute an awards event in December
- Bospar handled media outreach, social media and on-site staffing at event, as well as post-event needs
- Bospar worked with Jennifer Cloer, artist and documentary filmmaker of The Chasing Grace Project, to showcase women from the project; the series highlights women in tech and how some have risen in the face of adversity to succeed in their fields





Sample Coverage

SiliconANGLE: [Peer-to-peer, collaborative learning essential for Holberton software engineering students](#)

Forbes: [How Women Will Reclaim Their Seat At The Tech Table](#)

Fox KTVU: [Female awarded scholarships to study technology](#)

KCBS: [KCBS-AM \(Radio\) - San Francisco, CA](#)

Portland Business Journal: [Portland women in tech documentary debuts photo exhibit](#)

TechRepublic: [Why the tech industry needs more discussion about womens' accomplishments](#)

The NewStack: [LinkedIn Engineer's AI Work Recognized by CloudNOW Innovation Awards](#)

TechCrunch: [Holberton gets backing from more industry executives as it looks to scale its software engineering school](#)

Fortune: [Google and Friends Help Students at This Elite Tech School Defray Costs](#)

NBCNews.com: [Google Manifesto Hits a Nerve in Silicon Valley](#)

Bospar





Results

Bospar worked with partner PR teams from Holberton, Shanti Bhavan and The Chasing Grace Project to secure feature stories in top business, tech and local outlets, including Forbes, TechCrunch, Fortune, SiliconANGLE, Portland Business Journal, KCBS, Fox KTVU, TechRepublic, and The NewStack.

“Bospar has been a critical partner to CloudNOW in helping us expand our philanthropy, as well as raising our profile and attracting organizations like Google, Intel, HPE, and many others to our community network,” said Jocelyn DeGance Graham, founder of CloudNOW. “Bospar is part of our extended team as we work together to support the next generation of female leaders in tech.”

Budget: Bospar invested 100 hours

