



Integrated PR for  
CleanTech Startups  
& VCs

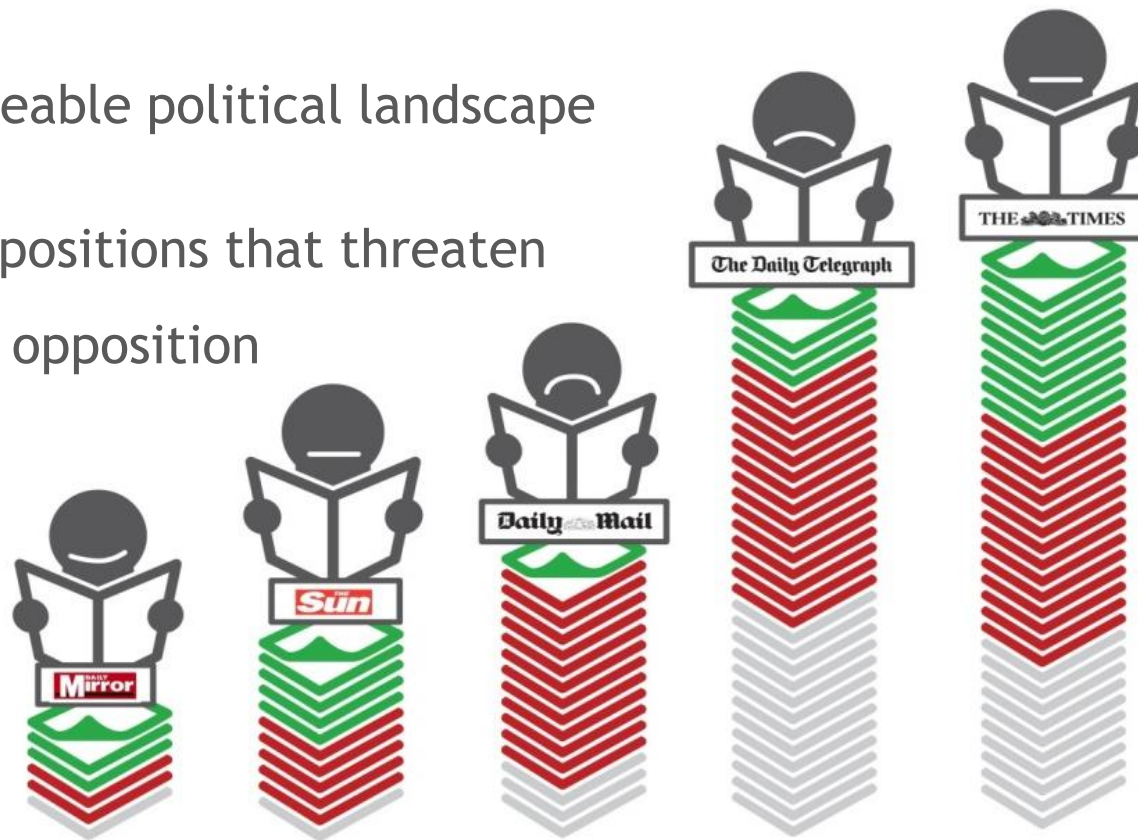
# Our Challenge

- Substandard PR & marketing dogs most startups
- Propositions focus on technologies, not benefits
- USPs poorly articulated
- Display limited understanding of buyer needs



# Our Unfair Disadvantage

- Negative & bias media environment
- Challenging & changeable political landscape
- Often disruptive propositions that threaten status quo & attract opposition



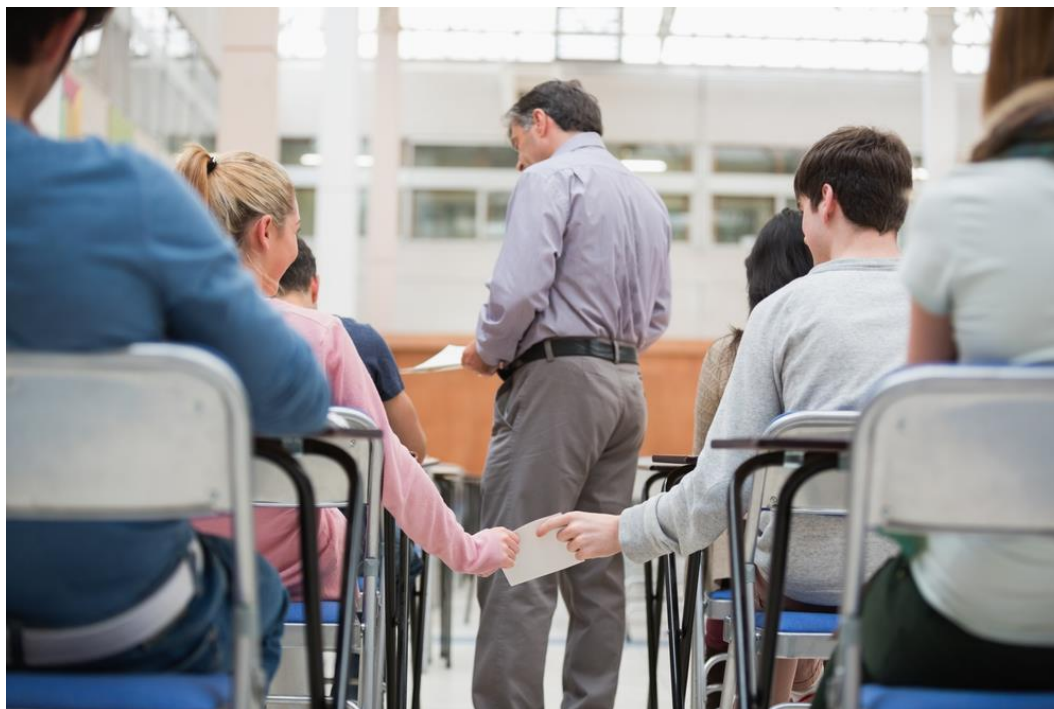
Research:  
UK National Media Treatment  
of Renewables & CleanTech  
Subjects

# The Impact

- Lead generation
- Margin
- Perceived value
- Funding
- Exit



# Lesson #1



**BE CLEAR & TARGETED WITH YOUR  
MESSAGING**

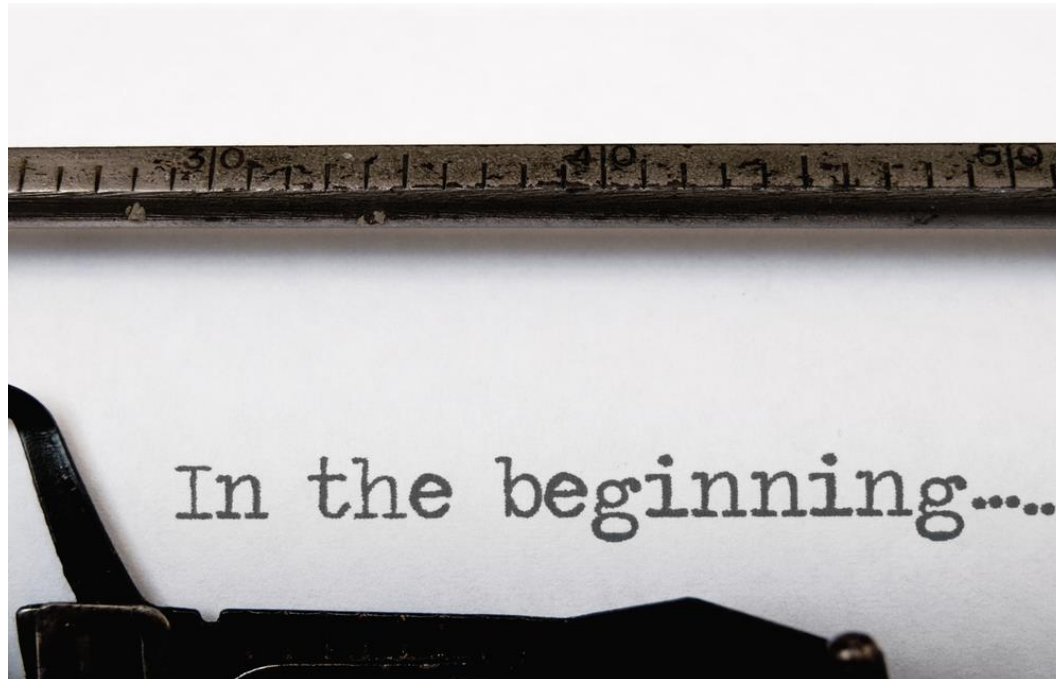
# Lesson #2



CREATE **CONTENT** FOR YOUR  
**AUDIENCES**



# Lesson #3



TELL **STORIES**

# Lesson #4



**BE CONSISTENT**



# Lesson #5



USE A **VARIETY** OF CHANNELS

Now...

Research

Think

Act!

# Thank you...any questions?

Richard Fogg

CCgroup PR

[richard.fogg@ccgrouppr.com](mailto:richard.fogg@ccgrouppr.com)

@telcogeek

[www.ccgrouppr.com](http://www.ccgrouppr.com)

Charlotte Webster

CCgroup PR

[charlotte.webster@ccgrouppr.com](mailto:charlotte.webster@ccgrouppr.com)

@cleantechchar

[www.ccgrouppr.com](http://www.ccgrouppr.com)

