

KUSARI CASE STUDY

Kusari Launches From Open Source
Software to Recognizable Software Supply
Chain Security Brand

AT A GLANCE

67 Pieces of Coverage

1 Year

Capstone Pieces:

- TechCrunch
- Dark Reading
- The New Stack



Kusari was founded by three cybersecurity experts on a mission to bring transparency and security to the software supply chain. Backed by J2 Ventures, Glasswing Ventures, and Unusual Ventures, Kusari seeks to help organizations identify and quickly remediate supply chain vulnerabilities while powering secure development practices.

OBJECTIVES

Software supply chain security startup Kusari needed to announce a combined pre-seed and seed round of \$8M with a quick turnaround. Then, the company wanted to secure a steady drumbeat of coverage following the funding news to build more awareness for its solution.

APPROACH

By connecting with reporters who had covered The Graph for Understanding Artifact Composition (GUAC), the open source solution Kusari is built upon, I introduced the company and demonstrated how it is expanding on the open source solution. Following the funding launch, I helped announce a major milestone for GUAC, offering Kusari's founders as spokespeople, and tapped into important issues in software supply chain security, such as the xz Utils attack, securing open-source AI, how supply chain security skills are evolving, and more to build awareness around Kusari's expertise and solution.

RESULTS

Building Momentum With Funding

I secured 35 total pieces of coverage in leading publications including Axios, Fortune, TechCrunch, SecurityWeek, SiliconANGLE, and The Wall Street Journal, as well as 11 media interviews and analyst briefings with firms such as Forrester, Gartner, and IDC.

The Open Source Tie-In

I secured 10 pieces of coverage in top development publications, including The New Stack, SDxCentral, and SiliconANGLE.

Assessing Security in AI & Open Source

I secured 22 additional pieces of coverage in between news cycles in Nextgov, Help Net Security, Dark Reading, Security Boulevard, Down the Security Rabbit Hole Podcast, and more.

BANKED CASE STUDY

UK-Based Banked Makes Its Grand Entry
Into the US Market

AT A GLANCE

43 Pieces of Coverage

8 Months

Capstone Pieces:

- ConsumerAffairs
- Bankrate
- Banking Dive

Banked :

Banked is creating a new global payments network and providing a flexible alternative to mainstream payment methods. With Banked, consumers can pay directly using their bank without entering any financial data. There is no need to create an account or share financial details; authorization is biometric, and the merchant receives the funds in full and in real-time.

OBJECTIVES

UK pay-by-bank provider Banked had made strong traction in the UK and EU markets, but had yet to reach many companies in the US market. With offices opening in the US and the CEO relocating to Palo Alto to lead the expansion, the company knew it was time to speak with the US media and make introductions.

APPROACH

By hitting on a number of key trends impacting the US fintech market such as open banking, the FedNow's real-time payments rail, and account-to-account transactions, I positioned Banked as a pay-by-bank expert that is bringing its expertise and success in the UK to a US market that is quickly following suit. I also tapped into a partnership with US-based fintech FIS to provide further validation that Banked is making moves in the US, as well as offering up Banked data about consumer perceptions of account-to-account transactions.

RESULTS

Positioning Banked as a Pay-By-Bank Expert

I secured 14 pieces of coverage featuring the CEO's expertise in leading publications including ConsumerAffairs, Banking Dive, Payments Dive, American Banker, Digital Transactions, the Bank On It Podcast, and more.

Partnership Validation

I secured 27 total pieces of coverage in top fintech publications, including The Fintech Times, The Paypers, PYMNTS, Digital Transactions, and This Week in Fintech.

Tapping Into Consumer Data

By drafting and pitching a blog post highlighting the company's consumer data, I secured a piece with Bankrate on the biggest consumer fintech trends to watch in 2024, which was also syndicated in AOL.

CARBON DIRECT CASE STUDY

A Leader in Carbon Removal and
Reduction Gets The Spotlight In Top
Tier Media

AT A GLANCE

24 Pieces of Coverage

18 Months

Capstone Pieces:

- Associated Press
- Forbes
- NPR
- WSJ



Carbon Direct is the leader in science-based carbon management. The company helps emerging and established climate leaders like Microsoft, JPMorgan Chase, American Express, Mitsui O.S.K. Lines, JetBlue, and The Russell Family Foundation drive scalable and just impact through deep decarbonization strategies and carbon dioxide removal.

OBJECTIVES

Carbon Direct, a company that helps businesses turn their climate goals into climate action, sought to build awareness of the importance of carbon reduction and removal, and how its solutions make a climate impact. However, the company's top priority was to be featured in top-tier publications.

APPROACH

By leveraging each of Carbon Direct's scientists' unique area of expertise, including sustainable aviation fuel, the carbon credit market, and decarbonizing AI, I positioned the experts as carbon removal and reduction thought leaders in leading business publications. My outreach efforts combined pitching company data and analysis, rapidly responding to new industry reports, and offering the experts to speak to developing stories, such as the presidential election results.

RESULTS

Offering Scientists As Go-To Carbon Experts

I secured 15 pieces of coverage featuring the company's experts and scientists, in NPR, WSJ, Forbes, Fast Company, Semafor, Yahoo News, and more.

Quickly Weighing In On New Climate Studies

Following the release of a new study on ocean currents, I secured a quote from the company's Chief Scientist and pitched it to top tier media, landing an Associated Press piece that was syndicated in outlets such as U.S. News & World Report, Yahoo News, The Washington Post, TIME Magazine, Phys.org, and Voice of America News.

Leveraging The Company's Data Report

By pitching the company's annual voluntary carbon market report, I secured a feature in MIT Technology Review, as well as data citations in a Bloomberg article.

MAX RETAIL CASE STUDY

A Retail Leader Draws Awareness To The
Problem of Excess Inventory

AT A GLANCE

5 Pieces of Coverage

1 Month

Capstone Pieces:

- Business Insider
- Inc.
- MarketWatch
- Newsweek



Max Retail expands the reach of retailers' and brands' unsold inventory far past their storefronts through its network of online marketplaces partners where end consumers can easily discover and purchase this inventory. The company enables small retail businesses to become fulfillment partners of some of the biggest names in online retail today, reaching over 400 million consumers.

OBJECTIVES

Max Retail, a platform that helps retailers sell unsold merchandise, wanted to bring attention to the growing problem of excess inventory and how its platform can help. With a CEO passionate about helping small retailers move inventory and eager to speak to key industry issues, the company was well-positioned to make a splash.

APPROACH

By assessing the current retail media landscape, it quickly became clear that theft was the hot topic among reporters at top-tier publications. Through a report from an industry analyst, I uncovered that though retailers were pointing to theft for the cause of retail shrink, inventory management played a much larger role. I quickly jumped on the opportunity to pitch the CEO to discuss why excess inventory needed to be a part of this conversation. Concurrently, I also pitched the CEO to discuss retail strategies during the holidays.

RESULTS

Shining A Light on Excess Inventory

With quick pitching and a unique angle to a current issue impacting the industry, I secured coverage for the CEO in Business Insider, MarketWatch, and Newsweek in just one month.

Wooing Holiday Shoppers

I also secured a series of articles for the CEO in Inc. to discuss how retailers needed to adjust their strategies for last-minute shoppers and if their holiday projections were still safe with consumers pulling back on spending.