

TECH

WHM WHO WE ARE,
EM OHM WHAT WE DO.

INTRO

PROBLEM SOLVED. BEAUTIFULLY.

The Abbi Agency is designed to do one very specific thing very, very well: solve problems. To do that, we've created an operating structure that's fluid, nimble and adaptive, one that allows us to seamlessly integrate vital expertise to meet whatever challenge might be at hand.

Think creative writers working hand-in-hand with back-end programmers. Think public relations strategists melding minds with a best-in-class SEO team. Think graphic design gurus and social media savants joined in marketplace disruption.

We aren't limited to one vertical or type of business, either. We've

built complicated websites for governmental agencies. We've created, designed and executed digital and traditional campaigns for consumer and B2B brands. We've conducted research on behalf of public, private and political clients.

Think of all the beautiful results we can achieve, together.

ABOUT

YOUR KIND OF REBEL

For many an agency, the rebel stance is their calling card. They tout a brand of unblinking bravado intended to make you feel like you're hanging out with the edgy, swashbuckling, ego-forward risk-takers. You know, the cool kids.

At The Abbi Agency, while we do lay claim to at least a modest level of coolness and a uniquely independent style of thought and action, we are not, in any way, your conventional type of rebel. We are, in fact, quite different.

You see, we never set out to be anything like an agency.

Not an ad agency. Not a PR practice.

Not a strategic consultancy. Not a design studio. Not a digital shop. None of them. Our eyes have always been on a different, more important prize.

That of being problem solvers.

Trusted, exuberant, fearless, and highly inventive communication partners who solve business problems and incite positive change.

If all this sounds like your idea of a partnership, we just might be your kind of rebel.

CAPABILITIES

**YES, WE
DO THAT.**





Research & Strategy

All of our projects begin with research. Yes, you've hired us to solve a problem. But before we propose a solution, we need to fully understand the issue. And sometimes we discover it isn't what the client thought it was.

This data informs all of our tactical solutions. But our team can also conduct primary research such as focus groups, surveys, along with secondary research on a topic or issue. And we have wide experience, having worked with everyone from consumer-facing corporations to governmental entities.



Public Relations

In a world oversaturated with interruptive advertising, we know that earned media reaches audiences through a different lens. We have deep-rooted relationships with media, can place your story locally, regionally or nationally and don't just tell stories through press releases.

We've achieved measurable results for our clients, whether they're looking to define or redefine the conversation, hold an event or simply tell their story. All of our efforts are driven by data, both to make initial decisions and to report on results.



Design & Creative

This is generally the department that people think about when they think advertising agency – the group that makes everything look amazing.

And our team delivers not only exceptional digital and traditional design, logos, collateral and more, but entire creative campaigns that generate results.



Digital Content & Social Media

Social media is no longer a niche channel for your message: Increasingly, it's the primary method for reaching audiences. And The Abbi Agency knows how to do it really, really well.

Yes, we've won awards for our content-based strategies, using text, audio, images and video to tell compelling stories. But awards alone don't move the needle. We know how to blend paid and organic campaigns to achieve business objectives – and we measure and report on everything.



Web & Digital Experience

The Abbi Agency has a full-service web and digital experiences department. We've built massive, beautiful websites, and we've built individual landing pages. We've taken existing websites and helped clients make a tweak or two to improve results, whether it's for usability, workflow or search-engine optimization.

Once again, we go crazy for the data. We can establish reporting and metrics or just help you decipher and discover insights with your existing implementation.



Marketing & Advertising

All of this wonderful creative work won't matter if it doesn't reach the right audience. The Abbi Agency provides full-service media planning, buying, trafficking and reporting services, representing millions of dollars in annual spend.

Digital is our specialty, ranging from paid search to display to native to streaming. But we also have deep expertise in traditional, including print, out of home, terrestrial radio, broadcast and more.

OUR SERVICES

HOW WE DO IT

RESEARCH & STRATEGY

- Market Research
- Brand Analysis
- Brand Strategy
- Strategic Plans
- Audience and Persona Sketching
- Message Identification and Mapping

DESIGN & CREATIVE

- Campaign Concepting
- Campaign Execution
- Strategic Brand Collateral
- Video Production
- Graphic Design Execution
- Brand Identity and Messaging

SOCIAL MEDIA

- Social Media Strategy
- Community Management
- Engagement Campaigns
- Content Development and Campaigns
- Social Media Giveaways
- Influencer Activations

PUBLIC RELATIONS

- Media Relations
- Articles and Releases
- Press Trips and Media Visits
- Crisis Management
- Media Training
- Partner Management

WEB & DIGITAL

- Website Development
- User Experience (UX) Strategy
- Website Design
- Content Management
- Search Engine Optimization (SEO)
- Database Development

MARKETING & ADVERTISING

- Strategic Media Planning
- Traditional Media Buying
- Digital Media Buying
- Search Engine Marketing (SEM)
- Social Media Advertising
- Guerilla Marketing

8 WAYS TO

APPROACH TECH PR



WE'RE GETTING TECHNICAL. WITH TECH PR, THAT IS.

For many, tech PR can be somewhat of a gray area — with so many different players in the game (no pun intended), it's hard to know if you're making the right moves. PR has transitioned from a one-hit wonder on TechCrunch to an intensive strategy of storytelling, and the tech boom has been no exception to the importance of brand identity from a consumer standpoint. If you're looking to bring in some extra buzz surrounding your product or software, look no further. Here are our first four ways to approach tech PR.

1. Product Launch

This is your moment to take center stage. Your products define your brand in the eyes of consumers, investors, talent, and the general public, so a product launch is crucial to shaping your public narrative.

Securing media coverage around a product launch is one of the highest ROI public relations activities you can engage in. It can garner attention from investors, potential employees, and consumers. Whether you host an experiential event, create a snappy launch video or host journalists for a product demonstration, you should leverage a product launch to not just drive sales but introduce your brand to all of your key audiences.

2. Funding Rounds

You're diving headfirst into a swimming pool of investor money. Congrats! Announcing success in funding rounds is an important step to building a growth and expansion narrative around your company. Sharing news about funding rounds allows you to accomplish three business goals:

- Provide third-party validation for your tech
- Attract future potential investors
- Attract new talent by showing that you have the funds to be an ongoing enterprise.

Funding rounds may not generate feature-length articles about your company, but they are a crucial part of building journalist awareness and brand recognition as your business grows.

3. First-party data/Topical Advisory

Journalists are always on the lookout for data, and if you can offer them something that your competitors can't, then you have a leg up. For example, do you have an email list of your customer base that you can use for a poll to gather product data? If you can relate this data to an entire industry, that's even better. The Abbi Agency recently worked with our client [Bidstack](#) to create a topical advisory for marketing technology reporters, drawing data from Bidstack's annual report to [generate coverage](#) about the growing in-game advertising sector.

4. Founder/Origin Story

Reporters in the tech space are often interested in how a founder created a company, and why it will succeed. There are many opportunities for in-depth interviews and profiles, especially with individuals with storied careers. This tactic builds personal brand credibility, which relates back to the product or service. For instance, [Drive Weather App](#), an app that gives an in-depth look at road weather conditions, was founded by Paxton Calvanese, who has an interesting background as a pilot and originally developed a weather app for air-travelers. The Abbi Agency used his origin story and background to craft a narrative around [why Drive Weather App is a trusted application](#) and secured media that positioned Paxton as an industry expert.

5. Mergers & Acquisitions and Strategic Partnerships

The saying "you are judged by the company you keep" is especially true for tech brands. Company growth is often fueled through mergers and acquisitions as well as strategic partnerships. Utilizing public relations to draw attention to marquee acquisitions or partnerships underscores your positioning in the market and demonstrates to investors that your company continues to grow. Reporters are eager to cover business dynamics in the sectors they cover and

M&A activity or new strategic partnerships are an important indicator of future trends. Companies can improve their brand by effectively using public relations to shape that media coverage.

6. Awards/Recognition

Brands can build credibility through national and industry specific awards for founders, key leadership, products and services. Brand credibility relies on consumers and whether or not they believe a brand has the ability, expertise and trustworthiness to continuously deliver on what has been promised.

Awards and recognitions are offered through many different organizations relevant in the technology space, including the Digital Impact Awards, AdWeek Best in Tech Awards and The Annual Crunchies Awards at TechCrunch. Recently, TAA submitted our client, [SendCutSend](#), for a [Fast Company Most Innovative Company Award](#) and they were named among the top 10. This recognition heightens SendCutSend's brand, and makes the company more credible.

7. Adding Talent

The hiring decisions your company makes will define the future of your products and your brands. As you make key new hires, you can use PR to signal your future plans. This

is true for all businesses, but especially important in the cutthroat tech world. Highlighting the top talent your brand is bringing onboard can underscore your market positioning compared to your rivals.

8. Product Development/Milestones - Product Architecture/Evolution/Lifecycle

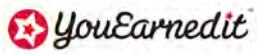
As a brand in the tech space matures, innovators will find new ways to improve upon their offerings, or release new products to both retain existing clients and attract new ones. [Decathlon Capital](#), a revenue-based financing firm that invests in growth-stage companies, sees this kind of expansion regularly. Take for example, [Xoran Technologies Inc.](#), a pioneer in medical cone beam computed tomography. They were expanding their product line, thanks to a multi-million dollar round of funding from Decathlon, and The Abbi Agency was able to [secure a news placement](#) detailing the new product through the lens of how Xoran planned to deploy their funding.

Whether you utilize all eight of the strategies we've highlighted or develop a unique approach, every tech company should think of PR as an important opportunity to serve your overall business goals. Effective PR strategy and execution will help you stand out in an increasingly competitive field.



CLIENTS

EXPERIENCE PAIRED WITH CREATIVITY





GOOGLE DATA CENTER

TESLA

EXO

BIDSTACK

DECATHLON

CYRCADIA HEALTH

23 AND ME

INDUSTRY EXPERTISE





GOOGLE DATA CENTER

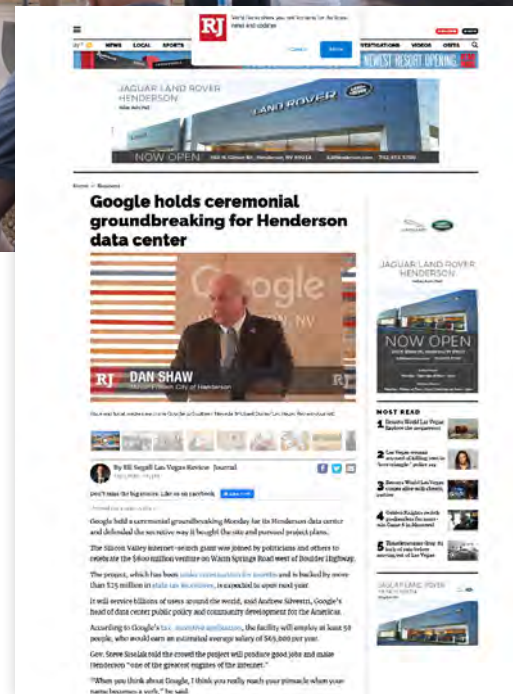
Media + Community Relations

Challenge

Amid Google entering Nevada, negativity began circulating in the media and within the community about the incentives given to the billion dollar company by the state. Because Google did not have a firm presence in Nevada, the tech company needed a way to reach and build relationships with key community members and media across the state.

Solution

The Abbi Agency (TAA) knew that in order to get the community to believe in the economic opportunities that



Google's presence in Nevada would bring, it must first win over statewide media. TAA worked with the media to positively redirect the storyline around the groundbreaking of Google's first Nevada Data Center, pairing it with the launch of the Google.org Impact Challenge Nevada — a \$1 million competition centered around economic opportunity open to all Nevada nonprofits.

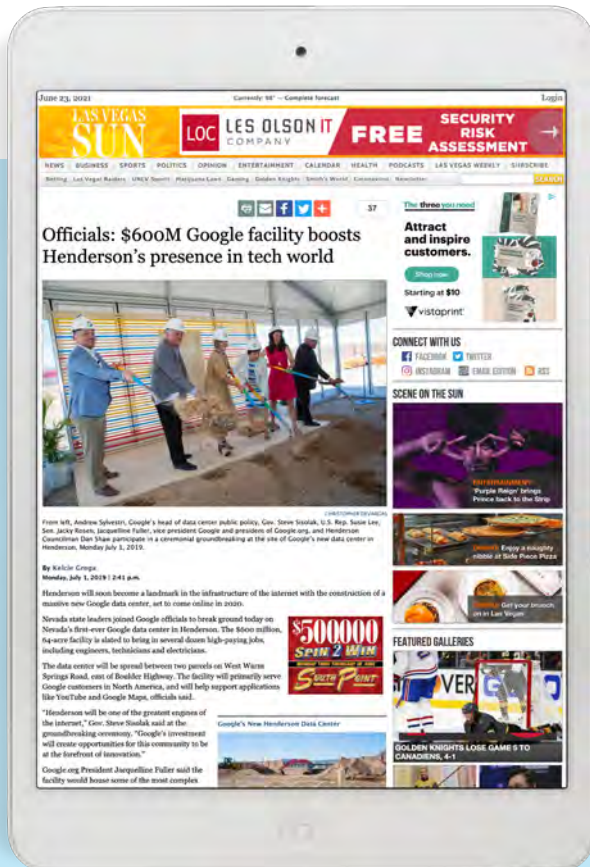
THE BIG IDEA

Speculation of Google's new Data Center had previously been reported on by the media, due to construction having already begun, but the project had never been confirmed by Google.

To make the official announcement, TAA identified the only truly non-partisan news outlet in the state, and worked on an embargoed story to break the news. Key messages were worked through with the outlet to include the

groundbreaking and announcement of the Google.org Impact Challenge, ensuring the two news moments were seen as a positive pair. The story was published the night before the groundbreaking event.

In addition, TAA invited statewide media, key community and business leaders, and nonprofit executives to attend the groundbreaking event with presentations from Nevada Governor Steve Sisolak and President of Google.org, Jacquelline Fuller. Media was allowed to take videos and pictures of the historic event along with one-on-one interviews with Jacquelline Fuller.



SUCCESS

Due to TAA's involvement, key stakeholders and media were present — a notion, Google noted, could not have been done without the agency's help and it's clear knowledge of the state.

Earned Media Placements: 96*

**Out of the 96 placements, only 5 mentioned the tax abatements provided by the state.*

Top Media Placements: Nevada Independent, Las Vegas Review-Journal, Las Vegas Sun, KNR Public Radio, and all local broadcast affiliates across the state.

Sentiment: 99% of placements maintained neutral/positive sentiment

TESLA

TESLA'S K-12 INVESTMENT IN NEVADA

Media Relations

Challenge

When Tesla entered Nevada with Gigafactory 1, a battery manufacturing plant in Storey County, the company received backlash from lawmakers and community members who disagreed with the \$1.3 billion package of tax breaks for the electric car company. With this in mind, Tesla made a commitment to give Nevada's public schools \$37.5 million for education grants over a five-year span. The investment was aimed at workforce development and education programs to accelerate growth in robotics, STEAM and sustainability programming. Because of much criticism of the tax breaks, it was imperative that Tesla show Nevada how this investment was being implemented and growing the aforementioned industries.

Solution

To implement this unique investment package in Nevada, Tesla knew that it would be working with either existing, smaller and unknown nonprofit programs and/or startups to bring robotics, STEAM and sustainability programs to fruition in Nevada. As part of its commitment, Tesla aimed to gain earned media attention for these programs, increasing the likelihood of their long term financial success.

SUCCESS

From 2018—2020, The Abbi Agency built a positive story narrative positioning Tesla as a champion for robotics, STEAM and sustainability advancements in Nevada.

Media Placements: 95+

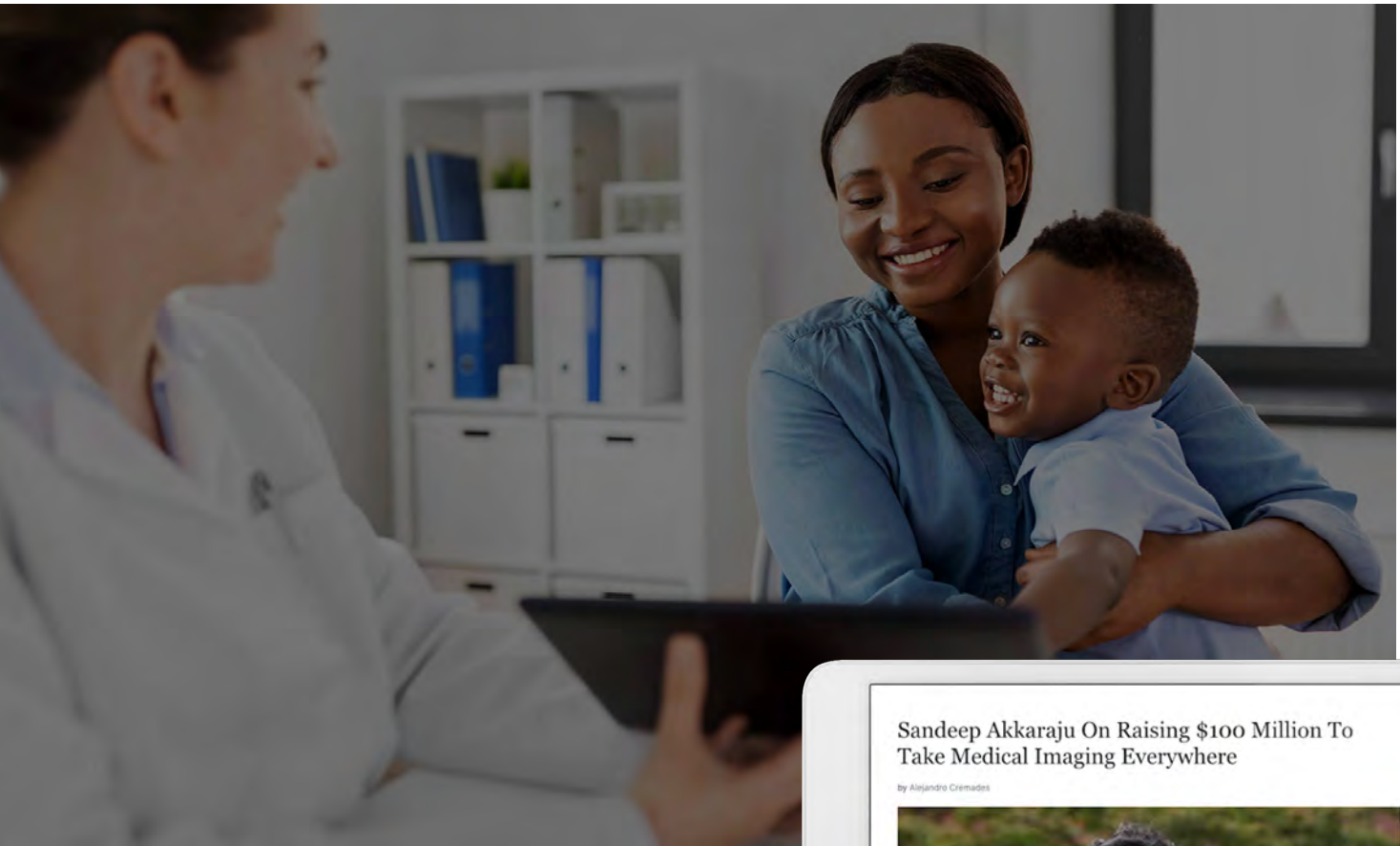
Sentiment: 100-percent of placements maintained neutral/positive sentiment



THE BIG IDEA

In an effort to show and not tell, The Abbi Agency worked with Tesla on unique story narratives to amplify the voices of the nonprofits receiving funding and the educational opportunities gained by the students in these programs.

The Abbi Agency worked directly with the nonprofits on media opportunities to show viewers why these programs are important for Nevada's future economy. Additionally, The Abbi Agency connected with students to share their experiences through first-person narratives.



EXO

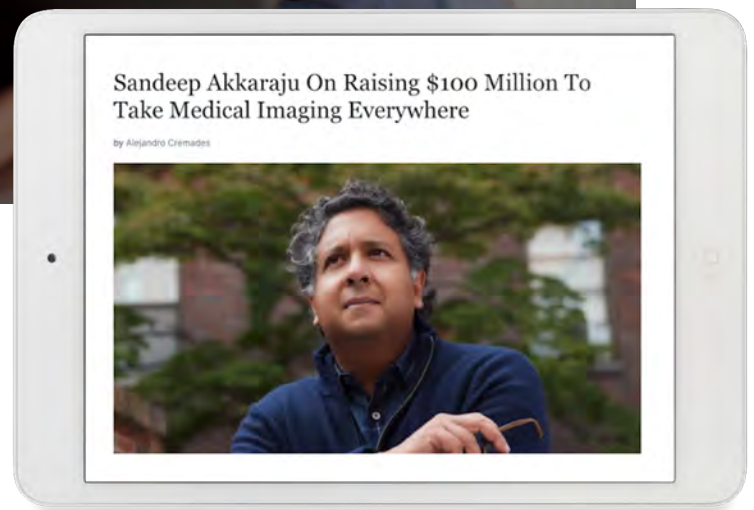
Research, public relations, paid and organic search, paid and organic social media, marketing strategy.

Challenge

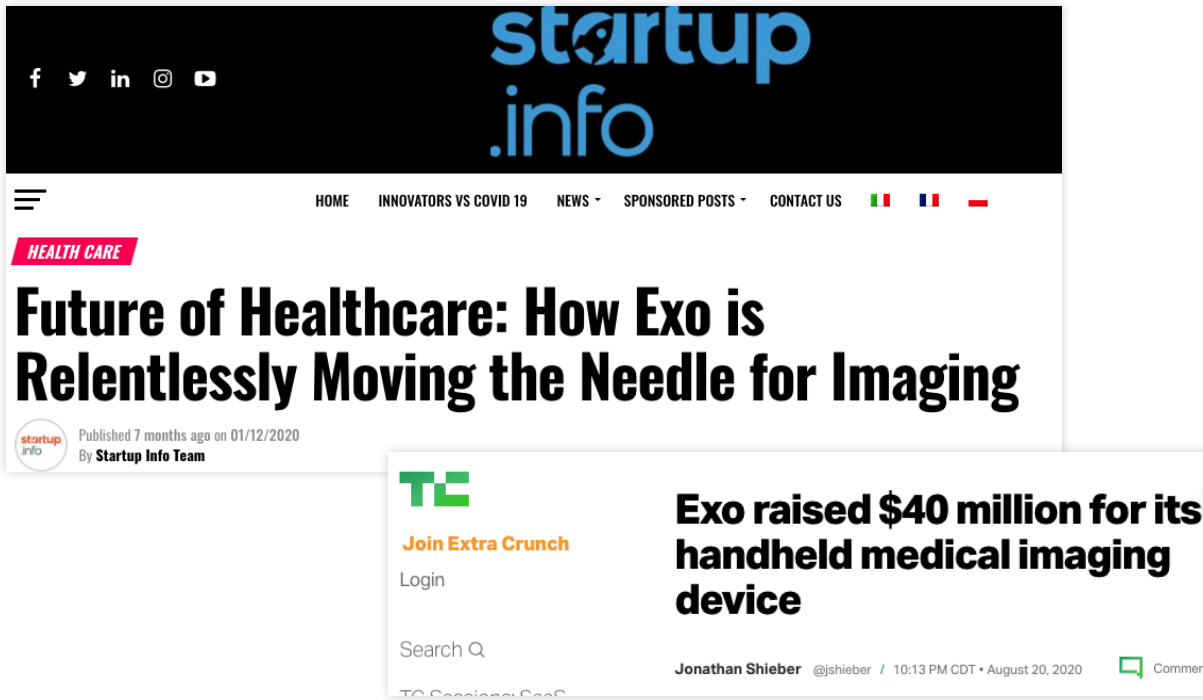
[Exo](#) (pronounced “Echo”), a pioneering health information and devices company, is reinventing the way healthcare providers use technology to triage, diagnose, treat and document patients at the point-of-care. While Exo has the technology and vision to modernize medical imaging, it faces both long-standing legacy competitors and new, vibrant entrants in the market.

Solution

The agency conducted qualitative research by interviewing eight of Exo’s leaders to discuss what problems existed in the point-of-care ultrasound space, how and why they



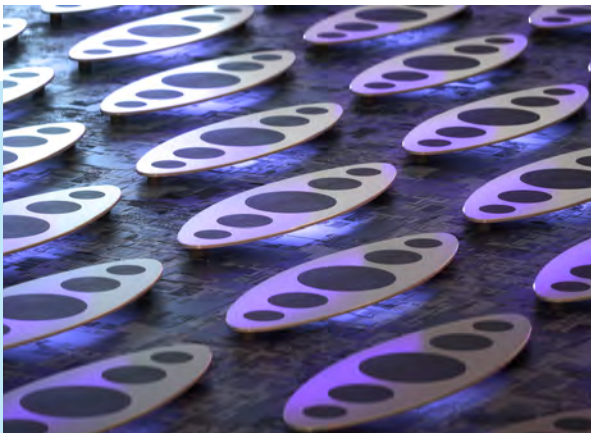
were solving it, Exo’s differentiators amongst its stiff competitors, as well as its perceived strengths, weaknesses, opportunities and threats. The agency also conducted primary research via an owned content and earned media analysis of Exo and its top competitors to determine if there was a gap in the stories being told by the competing companies or their CEOs that Exo could own. The agency then conducted a trends analysis to determine the most relevant topics in medtech, healthcare, medical devices and ultrasound in the U.S., which we used to build a media repository of journalists covering those topics and a list of potential topics to highlight on social media.



THE BIG IDEA

With the goal to position Exo as a pioneering health information and devices company that is taking imaging where no one thought it could go, The Abbi Agency recommended Exo begin to define itself as a thought leader. Focusing on the topics of innovation, healthcare and technology as it relates to the future of point-of-care ultrasound, The Abbi Agency

recommended a targeted approach to grow awareness of the company with its niche audiences. Through owned content, public relations, organic and paid social media, and paid and organic search, the Agency derived a content strategy to drive the brand's narrative as they begin to officially enter the marketplace.



SUCCESS

The Abbi Agency secured more than 130 media placements of Exo, including in highly authoritative publications such as TechCrunch, VentureBeat and the Wall Street Journal. Organic social media delivered over 10M impressions, grew Exo's audiences by 13,000 and drove over 75K+ engagements, while all channels led to over 55K new users and more than 60K sessions on Exo's website.

BIDSTACK

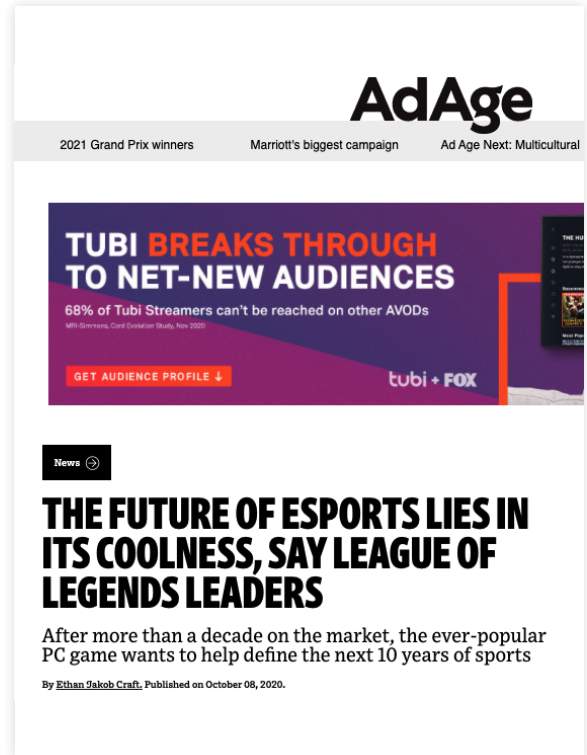
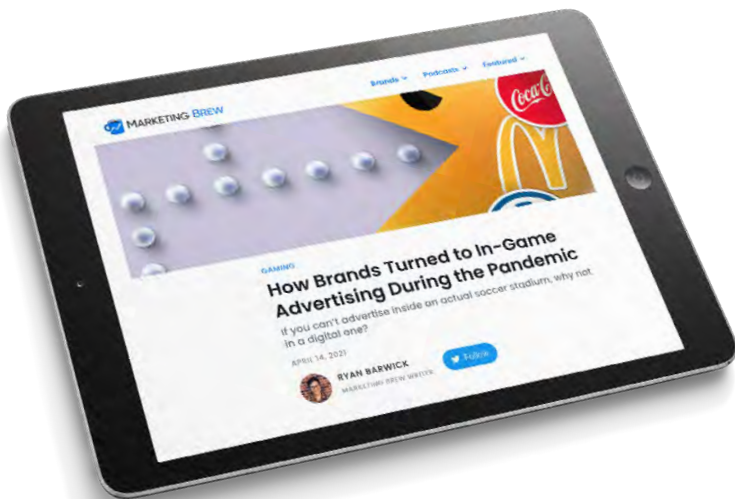
National media relations

Challenge

[Bidstack](#), the leading in-game advertising platform, was one of the first companies to enable direct and programmatic buying of ad inventory within video games, but the in-game ad tech space had become crowded with competitors offering similar solutions. Bidstack needed to increase awareness among the U.S. advertising, marketing and gaming industries to generate more conversations around the company and its offering.

Solution

The agency interviewed Bidstack's leaders to discuss how Bidstack is creating value for its customers and the industry, and its key differentiators, strengths, weaknesses, opportunities and threats. Mainly, the agency was intent on discovering the problem Bidstack was solving, and the solution it had built to solve that problem. The agency also conducted a content analysis of Bidstack and its top competitors to determine if there was a gap in the narratives being shared that Bidstack could own.



THE BIG IDEA

The agency set out to position Bidstack as a leader within in-game advertising through earned media placements, in the form of contributed content and newsjacking. The agency created multiple narratives on the identified trends to secure placements and insert Bidstack into larger conversations around gaming and advertising. The agency used these narratives to hyper target journalists, focusing solely on marketing and advertising publications with a higher domain rank authority than Bidstack in the U.S. to drive targeted conversations around Bidstack with its key audiences and raise Bidstack's rankings in search engine results.



TripleLift is a **Top 3**
Programmatic Video Partner

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How Apple's New 'Hide
My Email' Feature May
Plague Publishers And
Ad Tech

Antitrust Regulators
Are Turning Up The
Heat On Big Tech.
Here's Your Cheat
Sheet



Why Next-Gen Consoles Could Be The Next Big Marketing Opportunity

by AdExchanger // Monday, December 28th, 2020 – 12:05 am

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"[Data-Driven Thinking](#)" is written by members of the media community and contains fresh ideas on the digital revolution in media.

Today's column is written by Francesco Petruzzelli, CTO of Bidstack.

In a year defined by indoor and solo activities, gaming offered entertainment and social connection for millions of people. Now, one of gaming's most defining years to date has been capped off with the release of two new consoles from the industry's most prominent companies: Sony's PlayStation 5 and Microsoft's Xbox Series X|S.

Based on production numbers, industry analysts estimate that the PS5 sold approximately 1 million units at launch, while Xbox tweeted that it



Francesco Petruzzelli,
CTO, Bidstack

**Data-Driven
Thinker**

SUCCESS

The agency increased Bidstack's year over year placements by 76%. Following a 2020 year-end review of all Bidstack's agency partners, of which they had three, Bidstack chose to retain only The Abbi Agency and cited our unique approach of truly understanding not only the industry, but eloquently expressing the perspectives and opinions of its leaders both on and off paper.

DECATHLON CAPITAL PARTNERS MEDIA RELATIONS

Media Relations

Challenge

Decathlon Capital Partners is an investment company that specializes in financing companies in the growth stage by providing a nontraditional source of capital, revenue-based financing, to help companies grow their businesses. Revenue-based financing (RBF) is an alternative form of growth funding for companies that seek capital without dilution. Since it's still a fairly unheard of concept, business founders and company owners who have business models that would benefit greatly from RBF are often unaware of the nuances in this type of growth-funding.

Solution

In order to boost credibility for Decathlon Capital Partners and teach company founders and CEOs about RBF, The Abbi Agency (TAA) took a third-party validator approach where portfolio companies are used to discuss the benefits of RBF. The goal is to position Decathlon Capital as the go-to source on RBF, while keeping stories focused on portfolio companies in their specific industries. Through implementation of this strategy, TAA aimed to shape public perception of RBF, and positively position it in key industries and nationally distributed business outlets.



Finding Growth Capital Does Not Have To Be A Challenge For Female Founders



Geri Stengel Contributor

ForbesWomen

I write about the success factors of women entrepreneurs.

Partner



Listen to this article now

05:40

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Susan Walvius, SHEEX Co-Founder and Co-CEO | SHEEX

The idea for a company can happen in an instant. That was the case for Susan Walvius, who at the time was the head coach of the women's basketball team at the University of South Carolina, and Michelle Brooke-Marciniak, who was an assistant coach there. In 2007, both were wearing athletic wear made from performance fabric. The fabric is moisture-wicking, quick-drying, and breathable.

"I would love to have bedsheets made out of this stuff," said Walvius. Such sheets would keep sleepers cool and prevent waking up from becoming hot and sweaty in the middle of the night. Brooke-Marciniak said, "Let's do it."

I would love to have bedsheets made out of this stuff.

Susan Walvius, Co-founder and Co-CEO, SHEEX

5-Minute for Business
BRANDVOICE | Paid Program
How 5G Will Bring High-Speed Internet To Underserved Communities

5-Minute for Business
BRANDVOICE | Paid Program
How To Activate Your Citizen Developers

5-Minute for Business
BRANDVOICE | Paid Program
How Revolut Business Is Making Life Easier For Start-Ups And SMBs

They approached the dean at Darla Moore School of Business at South Carolina for help. With the school's help, they conducted research, developed a feasibility study, and wrote a business plan. In 2008, the duo patented their idea, quit their coaching jobs to become co-CEOs of SHEEX, and launched the company. Little did they know they were creating a new product category — "performance bedding."

Like many entrepreneurs, with opportunity came challenges. Initially, the two sold directly to consumers. The pair hustled and got a meeting with Bed Bath & Beyond. It didn't just want to test the idea; it wanted to sell SHEEX in 600 of its stores. Manufacturing and developing a back-end operation became an obstacle. The solution — license the manufacturing to Li & Fung, a supply-chain management company. After about five years, SHEEX took back its license.

MORE FOR YOU

How One Company Is Reinventing The Business Of Beauty While Empowering Women

With The Return To Normalcy, We Might Be Feeling Anything But Normal

How One Skincare Company Is Reclaiming The Clean Beauty Of Their Latina Ancestors

THE BIG IDEA

Since RBF and therefore Decathlon Capital Partners was relatively unknown to a wide audience, the website ranked lower than competitors. The Abbi Agency utilized an SEO-driven strategy to secure digital earned media placements in websites with a higher domain rank authority than DecathlonCapital.com.

The Abbi Agency also conducted research that assisted in the SEO-driven strategy, which included building targeted media lists with domain rank criteria and the specific target audience, conducting interviews with Decathlon Capital's team of leading experts as well as portfolio company leadership to best understand expert commentary pitch angles, pitching not only positive but informative subject matter to build brand credibility and securing as many backlinks to DecathlonCapital.com and/or associated subpages in digital earned media placements to boost page authority.



4 Entrepreneurs on How Revenue-Based VCs Supercharged Their Growth

Tina Pollock Jan 18, 2020 8 min read



RBF or Revenue-Based Financing is quickly integrating into the world of venture capital, and it's working.



While revenue-based financing (RBF) might not yet have the name recognition of venture capital or angel investing, it is quickly becoming a powerful growth engine for diverse and innovative companies. This flexible, scalable, and easily accessed capital is a new and nimble form of growth funding that is fueling how companies scale across industries.

To examine how revenue-based financing helps companies grow without the drawbacks of other forms of funding, you can analyze the stories of three entrepreneurs who leaned on this funding model to grow. Without sacrificing equity or company control, and without being forced into onerous repayment schedules, they received the growth capital they needed to invest in critical areas of their business and kick start a new round of impressive growth.

Unlocking DynEd's Mobile Growth

Courses for all ages and ability levels



Ian Adam, founder, and CEO of DynEd, realized he had a problem in 2016. His popular English language learning platform was already in 140 academies across China, and his one-to-one coaching classes were in high demand. But he needed to retrofit the entire DynEd system for a desktop model to a mobile platform. The changeover was critical to the continued success of the platform, but the process was daunting and expensive.

In 2017, with a major investment from Decathlon Capital, DynEd launched into the mobile project. And today more than 61,000 users are engaged on the DynEd mobile platform, with over ten million lessons completed so far. Since the partnership began, the funding has helped DynEd to create a start-up called Nexgen English Online Co (neo), and Decathlon helped the team go from an idea to a full-fledged mobile platform by funding the development they had underway.

SUCCESS

The Abbi Agency built online brand awareness by securing digital media placements on websites with a higher domain rank authority than DecathlonCapital.com and positioning portfolio companies as success stories for RBF. Since the beginning of the contract (Feb 2019), Decathlon Capital's domain rank authority grew from 25 to 31 (Dec 2019).

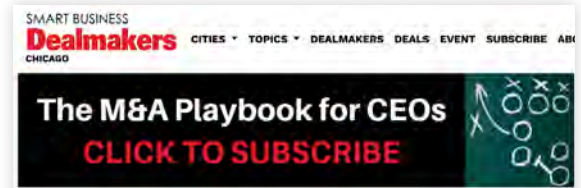
Media Placements: 10 Media Placements

Backlinks: 70-percent of media placements included a backlink to DecathlonCapital.com

Top Media Placements: Forbes (Domain Authority: 95); New York Business Journal (Domain Authority: 91); and Food Navigator-USA (Domain Authority: 68)

Key Messages: Dispel market confusion about revenue-based financing, elevate RBF as a financing alternative to growth-stage companies, differentiate between RBF and other lenders, including venture capital, traditional loans and other equity financing options.

Sentiment: 100-percent of placements maintained neutral/positive sentiment



Pre Brands' Jason Pinter: Build An Investment Thesis That Works For You

By Mark Scott On December 12, 2019

CHICAGO | RAISING CAPITAL | EARLY-STAGE



Pre Brands has heard from a lot of potential investors about the importance of establishing a presence in the online distribution market, says the grass-fed beef company's CEO, Jason Pinter.

"A lot of people in our network are really pushing us, and rightfully so, to think about how Pre Brands fits into the online channel," Pinter says. "We want to go where the consumer is going. That might be online for a certain subset of consumers. It might be at the grocery store for another group shopping for beef products. We thought putting all of our chips into one basket was not the right thing to do."

Pinter has more than 20 years of experience at Kraft Foods and Orbitz, as well as various technology organizations, helping companies through capital planning and allocation, market expansion and M&A, among other strategies.

His role at Pre Brands is to help scale the company and ultimately enable it to gain a national presence through both online distribution and sales in brick-and-mortar grocery stores.

"We're really trying to build around what is a shifting dynamic in the marketplace around consumer preferences, health and wellness, and transparency," Pinter says.

In this Dealmakers Q&A, we spoke with Pinter about the role dealmaking has played in Pre Brands' early growth and some keys to creating alignment with investors and capital providers.

What are you looking for in an investor or capital provider?

As we've grown our business, we are working on developing and building new retail partnerships with brick-and-mortar retailers around the country. We're also available online through our website and other online channels. We needed capital to support those growth plans, so we leveraged both equity and debt to help fund our working capital needs for accounts receivable and inventory.

From an equity standpoint, we've got a couple of key investors that have supported us. From the debt side, we are really looking for a solution and more of a partnership rather than just capital. We found both a solution and a key partner in Decathlon Capital, which has really taken the time to learn our business. We really valued their model on the debt side because it's not dilutive like equity.

This has allowed us to repay the loan in a unique way based on a percentage of our revenue. As our revenue scales, we can scale that loan and how we repay it over time, which has been critical to our success. Early on, we could leverage the cash that we received through that facility toward building the business from a sales and marketing standpoint, as opposed to paying back large, fixed monthly payments to a debt provider.

How important is a coherent internal strategy when it comes to finding partners to help scale your business?

It's super critical to think through different options. Find a network of trusted advisers that you can bounce your ideas off of or who can lend insight from previous experiences. Find people who have been through challenges or growth cycles similar to what you are encountering as a business leader. Have them share some of their insights along the way. Hey, you're thinking about bringing in new capital to fund your growth plans. Here are some things to think about:

Some investors are going to want more of a say in how you're allocating that

A bra that could detect cancer

By Alice Park, Time
Updated 11:57 AM ET, Thu October 18, 2012



The makers of a new bra say sensors inside detect temperature changes that could mean cancer cells forming.

STORY HIGHLIGHTS

- New bra has sensors that pick up temperature changes in breast tissue
- Its maker, First Warning Systems, says it can alert doctors to cancer cells
- Doctors say the system isn't ready to be fully trusted yet

Bras can do miraculous things these days (thank you underwire). But can they detect cancer?

That's the claim for First Warning Systems' new bra, equipped with a series of sensors embedded in the cups that pick up temperature changes in breast tissue and, says the Reno, Nev.-based company, provide a thermal fingerprint that can alert doctors to the presence of malignant cells.

According to the company's website, the data generated by the sports bra can predict the presence of breast cancer with 90% specificity and sensitivity. Women wear it for 12 hours to accumulate a stable enough reading of temperature, and the measurements are fed into the company's algorithm that then spits out a result: normal, benign, suspected for breast tissue abnormalities, or probable for breast tissue abnormalities.

Sounds like a good idea, right? Except that the concept of using temperature to detect disease may not be ready for prime time just yet. "Hypothetically, it's conceivable that malignant processes would have a temperature gradient compared to non-malignant tissues," says Dr. Theresa Beyers, medical director of the cancer prevention center at the Univ. of Texas MD Anderson Cancer Center. "But that gradient may not be very large."

(MORE: A Fashionable Fit—high-tech athletic gear)

The idea of using thermograms to ferret out abnormally growing cells is already being used with an imaging device that takes a temperature reading of breast tissue. Tumors need nutrients to grow, and they start to siphon these off from their own blood supply, which they start to build as they amass more and more abnormally growing cells.

All of this metabolic work generates heat, and it's this temperature change that thermograms—and the First Warning bra's sensors—are designed to pick up. But when these profiles, which show "hot" and "cold" spots that are supposed to correlate to cancerous and non-malignant tissue, respectively, are compared to mammogram, MRI and ultrasound tests, their findings always match up.

"We see some thermograms come back as abnormal, and we do all kinds of imaging with mammogram, ultrasound and MRI and we follow the women and nothing develops," says Beyers. "And we have women with breast cancers that are not seen on the thermograms."

It's not perfect, and needs to undergo much more rigorous testing to understand what temperature readings can play in cancer screening.

Even if the readings provide a positive result, and if, as the company says, the tumors are earliest stages and barely detectable as a mass, it's not clear what doctors can do for women at that point. Surgery isn't an option until tumors reach a certain size that can be identified and removed, and radiation and chemotherapy are too toxic to start before cancers reach a certain threshold to justify the side effects. What do doctors do with a positive test?

For now, they would likely have women come in for more frequent mammograms, MRI or ultrasound testing, to evaluate whether their abnormally growing cells morph into tumors. If that's the case, most women will probably have had their tumors detected by one of the methods anyway, even if they hadn't used the bra.

Already, the latest data raise questions about the efficacy of mammograms in women in their 40s: the United States Preventive Services Task Force recently recommended that women not until they are 50 to start yearly screenings, because studies showed that the costs of screening outweighed the benefits.

CYRCADIA HEALTH

FORMERLY KNOWN AS FIRST WARNING SYSTEMS INC.

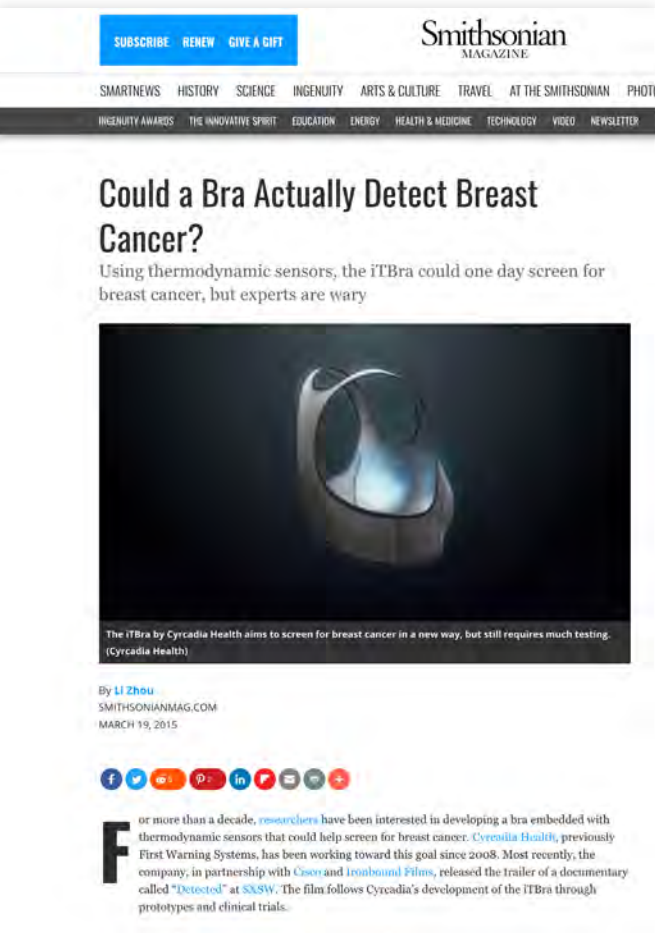
Long-term National Media Relations

Challenge

First Warning Systems Inc. developed a novel method to detect breast cancer through a "smart bra" that reads and analyzes temperature variations caused by unusual blood flow to tumors. The company sought The Abbi Agency's help in explaining and introducing this medical innovation.

Solution

The Abbi Agency relied on its deep and wide-ranging contacts in national media to earn coverage. The agency's reputation opened doors to journalists who were willing to invest the time to learn about the new technology development and execution of its Reno initiative.

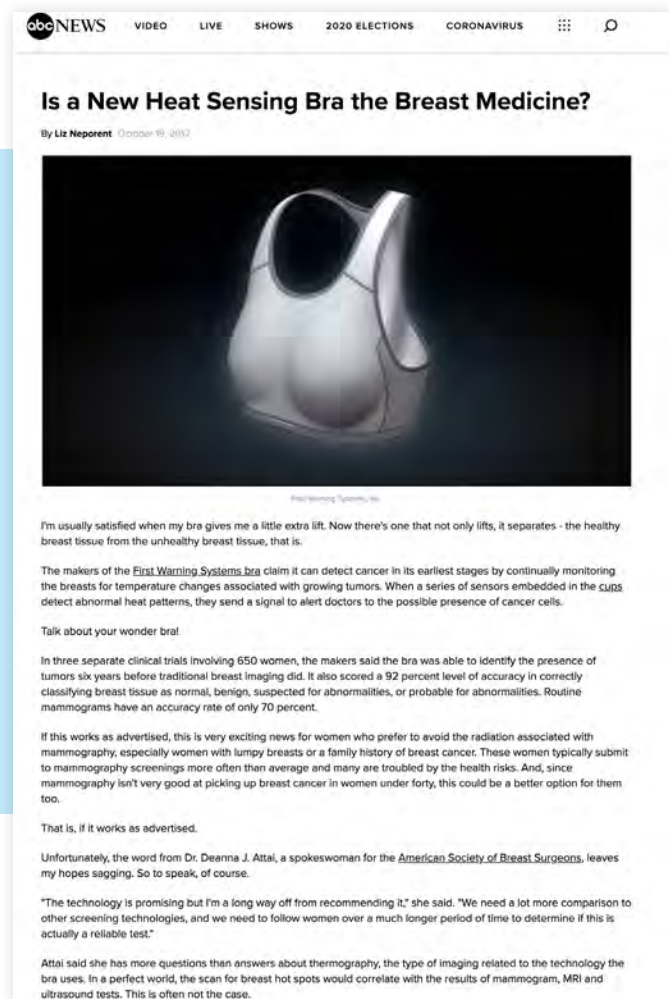


SUCCESS

More than 1,500 articles were placed, including major coverage in outlets such as The Economist, Time Magazine, ABC, NBC, Fox News, Huffington Post and CNN. The Abbi Agency has conducted more than 200 interviews on behalf of First Warning Systems, and coverage extended over four years. Along with substantially increased public awareness, the coverage generated substantial investor interest that brought additional funding to First Warning Systems.

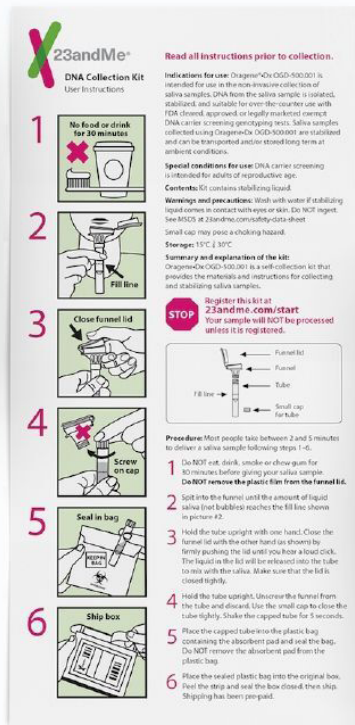
THE BIG IDEA

The real-life story of a patient whose life had been saved by use of the First Warning Systems Inc. provided a valuable human-interest angle that generated extensive initial coverage. Staff of The Abbi Agency carefully (and accurately) combined this human-interest story with explanations of the technological background of the device.





saliva collection kit



23ANDME

POPULATION HEALTH ENROLLMENT

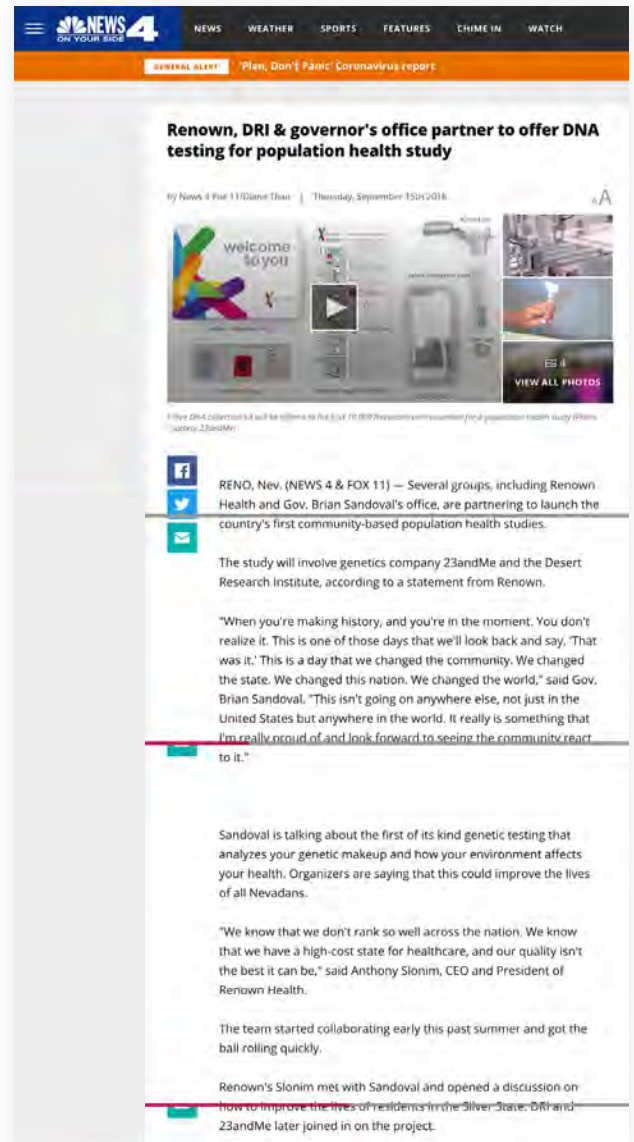
Message Development, Organization of Community Influencers, Local and National Media Relations

Challenge

Educating and convincing a wide demographic of consumers to share their personal DNA to support a complex and ambitious population health initiative launched by 23andMe in partnership with a local hospital and a national research institute.

Solution

The Abbi Agency created an Ambassadors program that included the highly popular governor of Nevada, as well as trusted influencers and leaders of all the other demographics targeted by 23andMe, the Desert Research Institute and Renown Health. The power of the influencers was amplified by media coverage in every significant regional outlet. Follow-up coverage in Fast Company, TechCrunch, Business Insider and elsewhere spotlighted the success of 23andMe in the development and execution of its Reno initiative.



THE BIG IDEA

Address consumers as full partners in the program, appealing to their desire to make their hometown a national leader in medical research. While the subject matter was complex, the narrative developed for influencers and media successfully simplified it

for a general audience. The underlying theme of the campaign, meanwhile, appealed to the pride that Nevada residents take in their state and emphasized that they would play a key role in groundbreaking population health research.

reno gazette journal

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Renown, DRI partner with 23andMe to test DNA of Northern Nevadans

Siobhan McAndrew, smcandrew@rgj.com Published 8/15 at 11:07 AM | Updated 8:43 p.m. PT Sept. 16, 2019



Gov. Brian Sandoval got laughs at a press conference Thursday morning announcing the partnership of Renown, DRI and DNA testing company 23andMe.



(Photo: Lindsay Iversen/CRJ)

Even Gov. Brian Sandoval learned a few things about himself when his saliva became a report of personalized genetic information.

"No, I am not going to share the information with you," Sandoval said, of the few surprises in his DNA report that he received a few weeks after spitting in a

test tube and sending it off to a lab.

[Enrollment closed for Nevada DNA pilot study](#)

Sandoval is one of 5,000 Northern Nevadans who is receiving free access to personalized health and ancestry information through a partnership with Renown Health, the Desert Research Institute and Google-backed high tech company 23andMe.

This study will give volunteers free access to genetic information while creating a data base to track environmental factors and genetics of thousands of people.

23andMe was founded in 2006 to give people access to health care information that includes reports on health, wellness, traits and ancestry. Similar kits to the one in this study sell for \$199. More than a million have tried the test, with 80 percent allowing health information to be used for research.

23andMe

What: Personal genetics company founded in 2006 by Linda Avey, Paul Cusenza, and Anne Wojcicki. The company says its mission is to help people access, understand and benefit from the human genome. 23andMe has more than one million customers worldwide, with over 80 percent consented to participate in research.

The name: The human DNA is organized into 23 pairs of chromosomes. 23andMe connects individuals to their unique, paired set of 23 chromosomes.

Location: Headquartered in Mountain View, Calif.

The partnership with 23andMe is a \$2 million deal funded by Renown Health and Nevada's Knowledge Fund, a \$10 million separate budget set aside to spur research and commercialization through the state's Office on Economic Development.

Announced Thursday morning in a media event at DRI, Nevada leaders called the deal groundbreaking.

"When you are making history, in the moment, you don't realize it. This is one of those days where we will look back and say that was it," Sandoval said. "This was a day that we changed this community. We changed this state. We changed this nation. We changed the world."

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SUCCESS

Organizers expected to spend several months to enroll 5,000 participants. Instead, half of the available slots were filled within one hour of the kickoff press conference, and the full 5,000 slots were filled within 24 hours. Given unprecedented interest, a second enrollment of 5,000 was launched within a couple of days. It, too, filled within 24 hours.



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