



INVENTUS

CAPITAL PARTNERS

PUBLIC RELATIONS CASE STUDY



“ Pulp has helped improve Inventus' branding within its target market of entrepreneurs. It's impressive how Pulp has constantly quantified results and provided suggestions to achieve our goal. We have recommended them to our CEOs, and the feedback has been universally positive. ”

- Manu Rekhi, Director at  **INVENTUS**
CAPITAL PARTNERS

CAMPAIGN OVERVIEW

ABOUT INVENTUS CAPITAL PARTNERS

Inventus Capital Partners is a leading US-India Venture Capital firm managed by entrepreneurs and industry-operating veterans, with the singular goal of making new entrepreneurs successful. Inventus has financed and guided over 120 companies to dozens of successful IPOs and acquisitions, creating over \$30 billion in aggregate wealth for founders and shareholders. Inventus' recent successes include Dhingana (acquired by Rdio, 2014), redBus (acquired by Naspers, 2013), ViVu (acquired by Polycom, 2011) and Sierra Atlantic (acquired by Hitachi Consulting, 2010).

ABOUT INVENTUS CAPITAL PARTNERS

With a second fund valued at \$106M in 2012, Inventus Capital Partners was looking to expand its portfolio of companies and establish itself as a thought leader among global venture capital firms. The Inventus team invited Pulp to develop and execute a 360-degree public relations and marketing strategy to help increase reach and target entrepreneurs

CAMPAIGN RESULTS

THE SOLUTION

By leveraging Inventus' experienced team of investors, the Pulp team sought to establish Inventus as a leading thought-leader among U.S. and Indian professionals and entrepreneurs through the use of thought-leadership infographics, interviews, traditional media coverage and webinars.

RESULTS

- ▶ 50+ placements in publications including Yahoo!, TechCrunch, Reuters, VentureBeat and CNN.
- ▶ Over 66.8 million total media impressions
- ▶ 2 webinars moderated by top tier media that combined had over 3,000 views
- ▶ 3 infographics

COVERAGE HIGHLIGHTS

“ In a survey of over 400 entrepreneurs, advisors, lawyers in India and the US, Inventus Capital Partners, found that regulatory issue is the biggest challenge for most respondents looking to do business in India. ”

- QUARTZ

“ [Inventus Capital Partners] is a VC Keep on Your Radar for 2015. ”

- Entrepreneur

“ Telecoms And The Indian Government Stop Net Neutrality In Its Tracks. ”

- TC

“ Inventus Capital Partners finds that one out of five companies that had an IPO last year was SaaS-related. ”

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