



CLIENT CASE STUDY

TECHSTARS

Position Techstars as the best global ecosystem for entrepreneurs to bring new technologies to market.

Goal

Increase national and international visibility for Techstars and Techstars programs.

Strategy

Pitch program launches and Demo Days to local, national, tech and business press; generate a steady cadence of news and proactive theme pitches to maintain consistent drumbeat of coverage in press.

Results

BPR consistently secures top tier technology and business press coverage for Techstars by proactively pitching program launches, Demo Days, funding and thought leadership content.

Press Articles



[Startup Accelerator Techstars Launches Third, \\$150M Venture Fund](#)

[London's Tech Startups \(And Mayor Boris\) Are Still Thirsty For The U.S. To Notice](#)

[Techstars Closes \\$150 Million Fund for Early-Stage Investments](#)

[Techstars helps startups get a little more corporate](#)