

TECH
STARTUP
DAY

19TH SEPTEMBER 2013

2PM TO 10PM

#TECHSTARTUPDAY



@robinwauters

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blognation 
one nation, many voices

TC TechCrunch



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How your startup can
get press coverage ...

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... or at least have a
better shot at getting it

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**It starts and ends here:
Do something amazing**

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Do your homework

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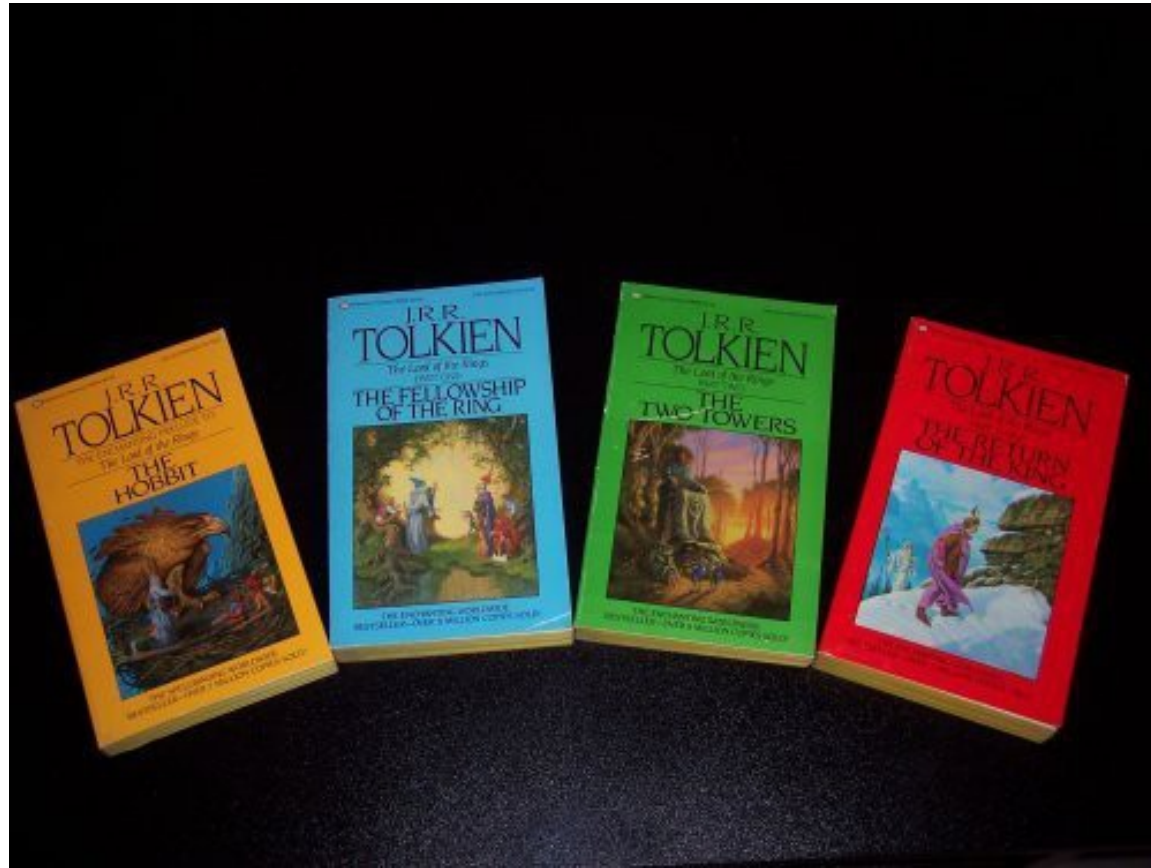
Build relationships
before you need us

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Craft a great story

Doctor - "How often do you masturbate?"

Patient - "About 4 times a week."

Doctor - "Do you think you can stop?"

Patient - "Why?"

Doctor - "Because I'm trying to examine you!"

A good joke (imho)

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My 'inbox'

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Gmail

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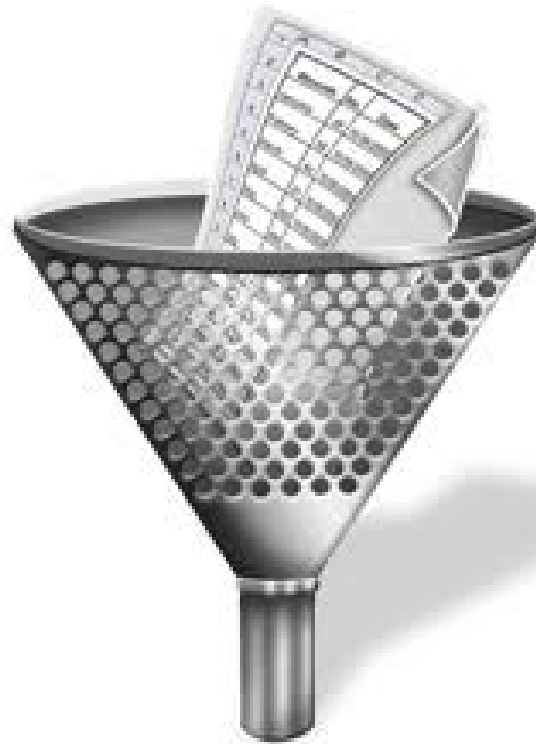
My 'inbox'

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We're great at filtering

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Great pitches

MEDIOCRE PITCHES

Bad pitches

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**Your existence means
nothing, zip, nada**

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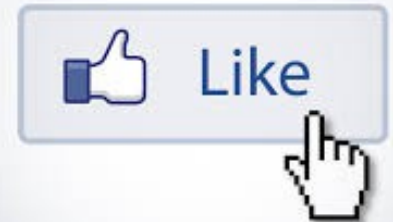
**But the good news is
you can make us care**

Journalists really



Numbers

Journalists really



Controversy

Journalists really



The extraordinary

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Journalists really



disrupt

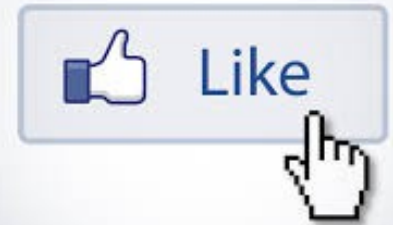
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Journalists really



Uniqueness

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Journalists really



Recognizability

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Journalists really



Exclusives

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Journalists really



Dislike



Exclusives

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Journalists really



Dislike



Being 'sloppy second'

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Journalists really



Dislike



Boring stories

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Journalists really



Dislike



Being lied to

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Journalists really



Dislike



Hyperbole

Journalists really



Dislike



Being viewed as tools

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Journalists really



Dislike



Time-wasters

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Journalists really



Dislike



Clingers

In summary:

- Kick ass**
- Understand what we do**
 - Tell us a good story**
 - Be authentic**
 - Don't be a dick**

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Questions?
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