



# Thought Leadership PR

**Our Client Coverage: November 2019 - March 2020**

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**110**

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The background consists of three overlapping geometric shapes: a large purple shape on the left, a dark blue shape on the right, and a yellow shape in the bottom right corner. The text 'Press Coverage' is centered in the purple area.

# Press Coverage

# 'We should not be taxed on something which is a necessity': News presenter Lucrezia Millarini on scrapping VAT on sanitary products - and her investing regret

By [DONNA FERGUSON FOR THE MAIL ON SUNDAY](#)

PUBLISHED: 22:00, 25 January 2020 | UPDATED: 10:00, 26 January 2020



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ITN news presenter Lucrezia Millarini would scrap VAT on sanitary products if she were made Chancellor of the Exchequer.

Millarini, who was knocked out of ITV's Dancing On Ice in last week's skate-off, thinks the tax is unfair because it penalises women's physical make-up.

Her biggest luxury is a two-hour, £120 massage that helps to counter the pain she has endured while taking her lessons on the ice.

Now 43, she lives in London with husband, journalist Simon Kurs, and dog Milo.



The Mail on Sunday

JAN 25 2020

(EST.) MONTHLY VISITS: **4.4M**

(EST.) COVERAGE VIEWS: **10.6K**

DOMAIN AUTHORITY: **83**



4



5

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- [3 3% INTEREST SAVINGS ACCOUNTS](#) >
- [2 HOW TO BOOST YOUR IMMUNE SYSTEM](#) >
- [4 BUSINESS BUDGET SPREADSHEET](#) >

Entrepreneur Guest

# CEO diary: What it's like to run a company remotely

ALEX THEUMA, SAASTOCK @ALEXTHEUMA MARCH 21, 2020 2:22 PM



Image Credit: Westend61/Getty Images

My team has gone remote, we've had to cancel events, and I've had to rethink every part of my business. This is a diary of one of the most challenging weeks I've ever faced as a founder and CEO.

## Monday 16th March

Walking on the beach with the dog at 6:30 am allows time to think about how I'm going to communicate to 5,000 customers that we have to postpone a

(EST.) MONTHLY VISITS: **3.86M**

(EST.) COVERAGE VIEWS: **4.05K**

DOMAIN AUTHORITY: **92**

<b>15</b>	<b>76</b>	<b>1</b>

# What Venture Capitalists (VCs) See For 2020



Tom Tauli Contributor

Entrepreneurs

I write about tech & finance.



Venture capital text on brick wall GETTY

With the underperformance of IPOs like Uber and Lyft as well as the epic implosion of WeWork, the venture capital market has softened a bit. But then again, this year should still be quite robust—with over \$100 billion in investments across more than 10,000 deals, according to estimates from [PitchBook](#).

So then what can we expect for 2020? Will things tighten up? And what are some of the attractive categories that VCs will target?

Forbes

DEC 6 2019

(IMAGE 1 OF 2)

(EST.) MONTHLY VISITS: **100M**

(EST.) COVERAGE VIEWS: **74K**

DOMAIN AUTHORITY: **95**



86



130



1

*Tae Hea, the co-founding Managing Director of **Storm Ventures** and author of **Survival to Thrival: Change or be Changed**:*

“Next year we will see an explosion of SaaS B2B startups leveraging AI to help businesses get a competitive edge in the new data economy. Amazon and Google’s biggest revenue stream is now their web service offerings, and this is because they have years of data about their customers, whether through search habits, the posts they share, the products they buy, or the music they listen to. They were the first to turn data into a competitive advantage in what is now known as the Data Economy. Depending on what a business wants to achieve—high store foot prints, more sales, increased market awareness—their data has to come from multiple sources so that more in-depth conclusions can be drawn from it. For example, you not only need to know how many people visited the store, but also at what time. Not just how many sales, but who too, and which touch points you had with your customer before they transacted with you, which adverts they were shown and where all the interactions occurred.”

**Forbes**

DEC 6 2019

(IMAGE 2 OF 2)

(EST.) MONTHLY VISITS: **100M**

(EST.) COVERAGE VIEWS: **74K**

DOMAIN AUTHORITY: **95**



**86**



**130**



**1**

Home > Features > Startups Features

# The Changing Face of UK VC 2020: Pascale Diaine, Storm Ventures

We sat down with Diaine to talk about her route into the industry and why she is "extremely biased towards investing in women"

 By [Scott Carey](#) | Feb 19, 2020

Share   

Pascale Diaine is a principal at Storm Ventures, where she focuses on making early investments in B2B companies, specifically in the enterprise software space. Based on Sand Hill Road in Silicon Valley, Diaine takes a keen interest in European companies after her VC firm's successful investments in UK security startup Digital Shadows and Pipedrive in Estonia.

We sat down with Diaine to talk about her route into the industry after running a corporate accelerator programme for the telco Orange, called Orange Fab, and why she is "extremely biased towards investing in women".



Pascale Diaine, Storm Ventures

(EST.) MONTHLY VISITS: **694K**

(EST.) COVERAGE VIEWS: **2.36K**

DOMAIN AUTHORITY: **76**

  
**11**



Home > News > Politics



# Labour 'BRIBING voters with list of rotten promises' Corbyn's spending plans DESTROYED

THE Labour Party has been brutally accused of "bribing voters with a shopping list of rotten promises", with enraged critics warning of Jeremy Corbyn's "hogwash" spending plans.

By **PAUL WITHERS**  
 PUBLISHED: 00:01, Thu, Nov 21, 2019 | UPDATED: 14:50, Thu, Nov 21, 2019



137 

Most read in Politics

(EST.) MONTHLY VISITS: **109M**

(EST.) COVERAGE VIEWS: **110K**

DOMAIN AUTHORITY: **93**

   
**1.7K** **510**



Labour manifesto: Jeremy Corbyn has come under heavy attack for his party's spending pledges  
(Image: REUTERS)

Meanwhile, Dinesh Dhamija, Liberal Democrat MEP for London and the British Indian entrepreneur best known for founding online travel agency Ebookers, blasted Labour's spending plans as "hogwash".

He told this website: "Labour are throwing money at everything to win votes. Every party says they are doing the right thing but the voter has no idea which are most substantiated.

"The average voter doesn't care if it's a costed manifesto they just care about soundbites. People vote for the party with the best promises.

"The plans are hogwash - a mirage to put in front of people. Promising free prescriptions and free care for the over 65s for example is a bribe for a particular sector of votes."

(EST.) MONTHLY VISITS: **109M**

(EST.) COVERAGE VIEWS: **110K**

DOMAIN AUTHORITY: **93**



1.7K



510

Data & Insight  
Business Skills



Editor's Choice  
24 March 2020



## How to start a SaaS business in 8 steps

Alex Theuma, founder and CEO of SaaSStock, advises how to start a SaaS business and why now is the perfect time to make the software jump



How to start a SaaS business and why now is the perfect time to conceptualise your idea.

Now is a better time than ever to start a SaaS business. It may seem like there couldn't be any more apps or platforms, that every industry already has tech solutions to every problem, and that the boom for tech entrepreneurs has peaked. But, there will always be increasingly sophisticated technology to enhance the way a business or a consumer does something they do regularly. Even with a major economic slowdown associated with coronavirus, the long-term prospects for technology are good. And besides, a downturn is the best time to build.

As the CEO of Europe's largest SaaS conferences and the host of a podcast featuring successful SaaS entrepreneurs, many of whom didn't come from tech backgrounds, I've

### A Leader's Guide to Innovation Systems

The pace of change has never been this fast, yet it will never be this slow again.

[DOWNLOAD NOW](#)

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**Build or buy: DataOps in a time of technological transformation**

**How to build consumer trust in UK FinTech innovations**

(EST.) MONTHLY VISITS: **218K**

(EST.) COVERAGE VIEWS: **708**

DOMAIN AUTHORITY: **77**



7

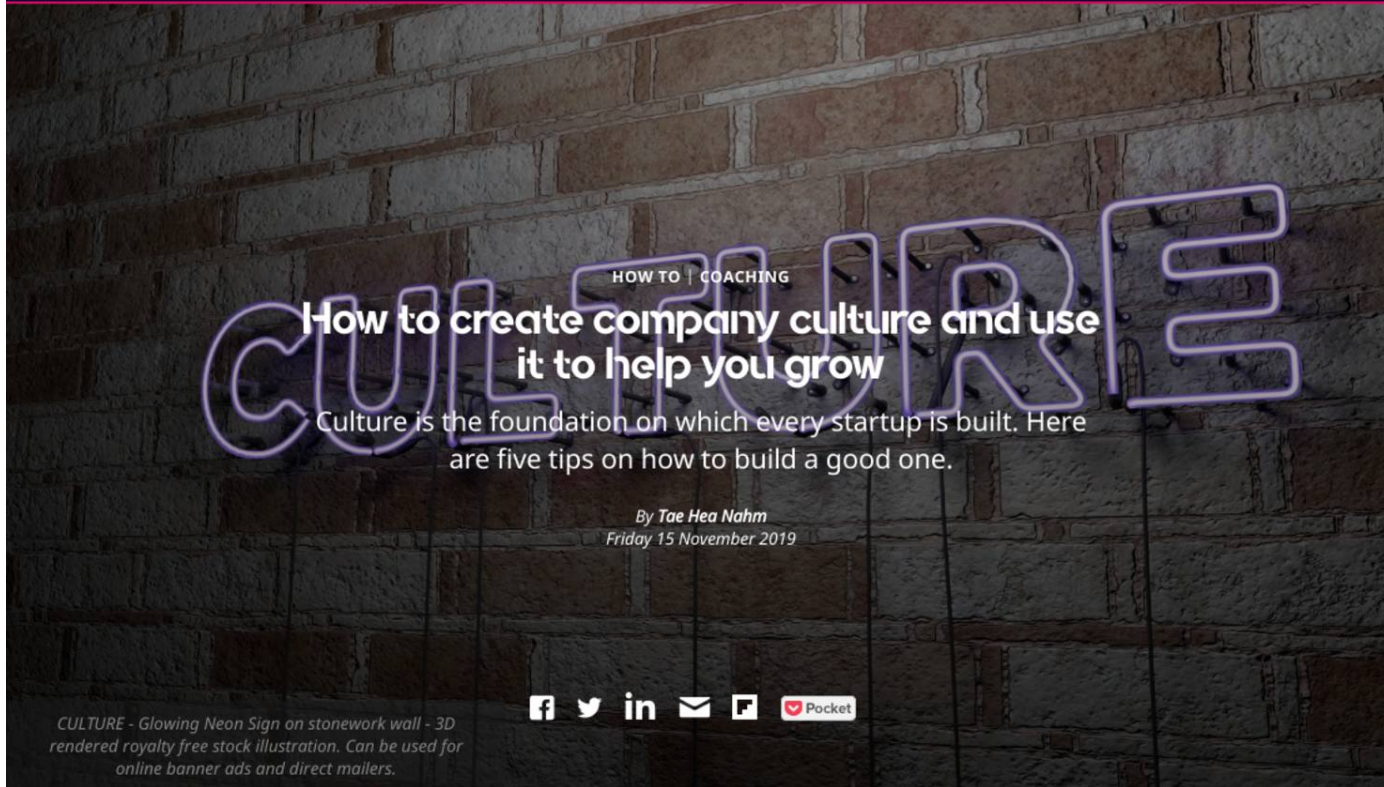


11

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HOW TO | COACHING

# How to create company culture and use it to help you grow

Culture is the foundation on which every startup is built. Here are five tips on how to build a good one.

By *Tae Hea Nahm*  
Friday 15 November 2019



CULTURE - Glowing Neon Sign on stonework wall - 3D rendered royalty free stock illustration. Can be used for online banner ads and direct mailers.

(EST.) MONTHLY VISITS: **237K**

(EST.) COVERAGE VIEWS: **1.55K**

DOMAIN AUTHORITY: **54**



56



27

Culture is the foundation on which every startup is built. It becomes the soul of the company. It guides the company. It brings the company together. It binds the company together in good times and bad.

Culture is a common set of behaviours and values. Culture creates a shared understanding of how employees make decisions and work together. A common culture enables a startup to scale execution, by guiding the team to make day-to-day decisions in a decentralised way. Culture is what makes everybody in the company, from the chief executive to the receptionist, feel the same thing: *We're all in this together.*

Setting and delivering against goals is an obvious driver of execution and growth. But so is culture. Goals are the "what" the team needs to do. Culture drives "how" the team executes against the goals. As the company scales goals get harder to communicate successfully. They get diluted as they get passed down into the company from the top, layer by layer. In contrast, culture becomes more

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Most read



# Coronavirus Cancellation Tracker: More Than 50 Million Affected After Events Cancelled Or Rescheduled



**Carter Coudriet** Forbes Staff

Billionaires

*Reporting on the world's richest movers and shakers*

**Last updated April 1, 10:08 a.m.**

Hundreds of [sporting events](#), conferences and other events worldwide have been cancelled, postponed or transformed into “digital-only” affairs as coronavirus continues its global spread. To date, more than **50 million** attendees have been forced to change their plans.

*This list will be updated daily. Know an event that should be added? Email [ccoudriet@forbes.com](mailto:ccoudriet@forbes.com). Attendance figures from event organizers unless otherwise noted.*

Forbes

MAR 19 2020

(IMAGE 1 OF 2)

(EST.) MONTHLY VISITS: **100M**

(EST.) COVERAGE VIEWS: **74K**

DOMAIN AUTHORITY: **95**

  
**1.4K**

  
**180**

**SaaStock North America:** Software conference. San Francisco. Originally scheduled for June 22-24. More than 1,000 [attend](#).

**SaaStock LatAm:** Software conference. São Paulo, Brazil. Originally scheduled for May 11-13; rescheduled for August 31-September 2. More than 600 people [attend](#).

Forbes

MAR 19 2020

(IMAGE 2 OF 2)

(EST.) MONTHLY VISITS: **100M**

(EST.) COVERAGE VIEWS: **74K**

DOMAIN AUTHORITY: **95**



1.4K



180

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## Kashmir: Not the West's problem

Written by **Dinesh Dhamija** on 23 October 2019 in **Opinion**

**However great the temptation, the West must resist interfering like the colonial powers of old, writes Dinesh Dhamija**



*Photo credit: European Parliament Audiovisual*

Since August, the situation in Kashmir, and the tensions it has created between India and Pakistan, has provoked discussions about what the West's involvement should be. Indeed, President Trump has even offered his help as a 'mediator' between the two countries. As a British Indian, an MEP and the recently-elected chair of the Indian Delegation for the EU, I believe that the West must strive to not appear neo-colonial.

“ The European Parliament's official magazine.



31/03/2020 • Ellie O'Connor • Current Affairs for Women, Featuring on WATC

# Leading in a time of disruption: courageous leadership attributes for now

Home > News > Current Affairs for Women > Leading in a time of disruption: courageous leadership attributes for now

You may know about the acronym 'VUCA' that the US military coined in the 1980s to describe the unnerving and unstable period at the end of the Cold War.

Standing for Volatile, Uncertain, Complex and Ambiguous, the term passed into business use and appeared to characterise well the constant instability particularly around the finance crash of 2008-2009. More recently it's been overused and has lost some its original meaning – or maybe we've just become tired of it.

More importantly it doesn't have the sense of shock and speed that are very apparent in the world at the moment. A more relevant acronym for the current situation is RUPT™ standing for Rapid, Unpredictable, Paradoxical and Tangled. In addition to the 'correctness' of the individual adjectives making up 'RUPT', the acronym itself conveys the sense of rupture (to break or pull apart) and the disruption that organisations and societies globally are currently experiencing. <https://www.ccl.org/blog/navigating-disruption-vuca-alternative/>

**As a leader how do you lead currently in a disRUPTed and RUPTured environment? Here are some leadership attributes that will give you and your team an important lifeline now:**

**Rapid:** when news, events and advice are all moving so fast, we can make ourselves giddy trying to keep up; the knot in the stomach doesn't quite go away. [Find your still spot](#) – have times when you deliberately don't move as fast as the rest of the world. Do what you know nourishes you deeply and nurtures your soul; whether that's exercise or being outside, mediation, yoga, being with your pet, reading, listening to music, doing some art, dancing, baking, gardening or DIY. We all know what we need to do to find our still spot, but we move so rapidly sometimes we forget, or think that it doesn't matter. And when you find your still spot, breathe into it deeply, remember what it feels like and carry it with you. As a leader you have a responsibility to stay calm – and you can't do that without accessing your still spot.

**Unpredictable:** [check in with your intuition](#); be aware of patterns and metaphors, accept that things are not always 'cause and effect' or logical. Realise that things don't always make 'sense' at the moment. **Innovate:** adapt more than ever, be



(EST.) MONTHLY VISITS:

14.9K

(EST.) COVERAGE VIEWS:

85

DOMAIN AUTHORITY:

59





we cannot get through this by being separate and siloed. Put egos aside, be humble and grateful and curious. Find inspiration and connection in unexpected places.

- **Communicate:** be accessible, find out what's going on in your organisation but don't bombard people with 'updates' that don't add anything concrete. Say when you don't know, share what you're feeling and model carrying on, be transparent. Demonstrate how your team contribute and why you value them. Flex your style of communicating (and delegating and managing) according to individuals' preferences to optimise productivity.

As a leader in these ruptured and disruptive times, find your still spot; from this point of calm your intuition will speak more loudly, you will find the courage to innovate, to be patient, and to care, collaborate and communicate. Get support for yourself. Leadership is often a lonely and uncertain place – and never more so than now.

### About the author

Wendy Rose specialises in supporting senior leaders and business owner during times of personal, professional and organisational change. She has been working in the UK and globally for 20 years and is an accredited ICF MasterCoach. [www.wendyrose.co.uk](http://www.wendyrose.co.uk)



(EST.) MONTHLY VISITS:	<b>14.9K</b>
(EST.) COVERAGE VIEWS:	<b>85</b>
DOMAIN AUTHORITY:	<b>59</b>

MAR 19 2020

(IMAGE 1 OF 2)

# Crisis Survival Guide: How 66 CEOs And Executives Are Leading From Home

By Grant Schreiber | Mar 18, 2020



(EST.) MONTHLY VISITS: **24K**

(EST.) COVERAGE VIEWS: **2.83K**

DOMAIN AUTHORITY: **48**

 **180**

 **98**

 **1**

### 43. Ryan Floyd, Co-founder and MD of [Storm Ventures](#)

Working from home will be much harder to pull off than many realize. Managers need to think how to adjust, how to motivate and how to stay connected with their employees. At Storm, we are on Slack all day to stay connected as a team, which is new to us. I am really trying to get engagement. We are doing a daily video stand-up meeting. We will be doing work together but the idea of a video meeting is to get the chance to see each other. We are having a 'virtual happy hour' on Zoom on Fridays too, where we can socialise with a beer.

Businesses also need to be creative in how they adjust to customers. The buying process will be different and the discovery process may be different – how you engage and what resonates with them will be different. The world has shifted dramatically, so conducting business the way you did before blindly doesn't make sense. Take advantage of the downtime to improve process, drive efficiency and figure out better ways to get your product or service to resonate with customers.

## Real Leaders

MAR 19 2020

(IMAGE 2 OF 2)

(EST.) MONTHLY VISITS: **24K**

(EST.) COVERAGE VIEWS: **2.83K**

DOMAIN AUTHORITY: **48**

  
**180**

  
**98**

  
**1**

APR 8 2020

(IMAGE 1 OF 2)

Careers  
Business Skills



Editor's Choice

8 April 2020



# How entrepreneurs can pay attention to mental health and wellbeing in four steps

Starting and growing a business is challenging enough without the widespread disruption caused by coronavirus. In this environment entrepreneurs need to focus on their mental health



How can entrepreneurs look after their mental health and general wellbeing?

How can entrepreneurs focus on mental health?

Anyone who starts a company is typically a determined, resilient person. Founders — myself included — are very good at focusing on mental performance: investing in coaching, optimising our schedule to maximise productivity etcetera. But that's just one part of keeping mentally healthy.

(EST.) MONTHLY VISITS:	<b>218K</b>
(EST.) COVERAGE VIEWS:	<b>708</b>
DOMAIN AUTHORITY:	<b>77</b>

[Read here](#)

Careers  
Business Skills



Editor's Choice  
8 April 2020



### 4. Take time off

This is the most important thing I've learned since founding SaaStock. I can't work 16-hour days, seven days a week, 52 weeks a year. No-one can. You might be able to sustain that intensity for a few weeks or months, but eventually you'll burn out.

For me, I make sure I disconnect on weekends: unless it's absolutely necessary I don't work at the weekend. Instead I spend time with my family, and I make the effort to be present for them. Work will still be there on Monday morning!



Written by [Alex Theuma](#), founder and CEO of [SaaStock](#), a global series of SaaS conferences, and host of [The SaaS Revolution Show Podcast](#)



APR 8 2020  
(IMAGE 2 OF 2)

(EST.) MONTHLY VISITS:	<b>218K</b>
(EST.) COVERAGE VIEWS:	<b>708</b>
DOMAIN AUTHORITY:	<b>77</b>

# Inside Philanthropy

Who's Funding What, and Why

ISSUES PLACES BLOGS JOBS GRANTFINDER HELP



## “I Could Double That.” A Tech Philanthropist Takes on India’s Daunting Challenges

Ade Adeniji



DINESH DHAMIJA

Born in Canberra, Australia, Dinesh Dhamija was educated at Kings School, Canterbury, and Fitzwilliam College Cambridge. He is also an alumnus of IMD in Lausanne and Harvard Business School. In 1980, he and his wife Tani, a flight attendant at the time, started selling travel tickets at a kiosk in a London tube station. This began Dhamija’s long career in the travel industry, which culminated with the launch of eBookers.com in 1996, which sold just a few years later for £247 million. Since then, Dhamija has set his sights on philanthropy and politics, recently winning election as a member of the European Parliament for the Liberal Democrats.

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Washington, DC - National Parks Conservation Association
- Program Officer

WEBSITE VISITS: 14.2K:

111



# Essential reading for investors

A vibrant guide to building your own business; how to address issues that may be holding you back; and a treatise on the importance of diversity. Reviews by Stephanie Spicer



## Survival to Thrival - Change or Be Changed

Bob Tinker and Tae Hea Nahm

Following the first book in the *Survival to Thrival* series, *The Company Journey*, *Change or Be Changed* focuses on the people journey.

Everyone finds their work changing with a new job: with an entrepreneur one could argue the same business means the same job, yet their role in that business will change over and over as their business grows. It is not so much the role or the job changing – that will happen regardless as the business dictates – the thing that really has change is the individual.

This is a vibrant book. It helps if you know your superhero movie characters as they pop up as metaphors for CEO role changes and decision making. It takes the reader through the key organisational elements of any business: the CEO; leaders; teams; the board; the culture of a business. At each stage there are lessons on what to learn and, almost more importantly, what to unlearn.

There are case studies to illustrate and input throughout from CEOs and leaders across a range of businesses offering their insights into how the process can work.

It is rarely easy or quick – but work it does.  
RRP: £14.33. Published by Amplify – an imprint of Mascot Books. ISBN: 978-1-68401-747-8.

## Just F\*cking Do It

Noor Hibbert

Do not let the odd expletive – however asterixed – put you off. It is possible Hibbert's intent is to shock us into addressing our issues, it does not really matter what they are, if they are holding us back and we would like to do something about it.

Hibbert has an impressive track record in addressing things in her life she was not happy about and gaining a degree in psychology and qualifications in business and executive coaching.

Put yourself in her hands – well, put her book in your hands. She points out if you are doing this to make a change in your life then, like anything, you must make a daily commitment. She is bullish in saying readers must read everything she teaches. And she does teach; and like any teacher she gives homework.

At the end of each chapter Hibbert offers some 'Try this at home' exercises ... well, she does not put it quite like that, but the gist is there.

Hibbert steers us to prove to ourselves that if you apply her recipe, use her ingredients and

let it cook you will become "the best version of yourself".

RRP: £14.99. Published by John Murray Learning. ISBN 978-1-473-69275-6.

## Closing the Gap - Five Steps to Creating an Inclusive Culture

Teresa Boughey

Boughey accepts many business leaders wonder why they have to do anything about diversity and inclusiveness – some new fad? No, it is important if a business owner or leader wants the people they employ to succeed and for the business they work for to succeed.

Boughey's solution to those wanting or needing to put inclusivity and diversity into their workplace or business is to follow a process called

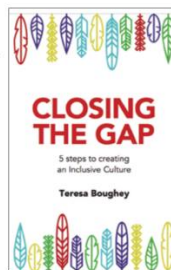
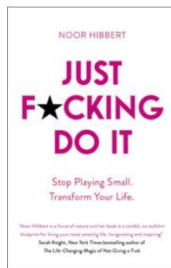
TRIBE: T for Take Stock; R for Raise Awareness; I for Inspire and Involve; B for Build for the Future; and E for Embed.

There is no over-emphasising this. As Boughey puts it: "Diversity and inclusion... it is not a tick box exercise, nor is it quota filling. And it will not go away".

We may have generations who remember sexism and inequality in the workplace (and other places) and there may well be generations or workers still facing it; but we also have a young generation to whom diversity and inclusion are accepted terms and concepts and they are looking for jobs.

This book shows us how to look for and/or be the leader of a happy TRIBE.

RRP: £14.99. Published by Harriman House. ISBN: 978-0-85719-567-8.



(EST.) MONTHLY VISITS:	36.5K
(EST.) COVERAGE VIEWS:	3.67K
DOMAIN AUTHORITY:	50

← BACK TO PREVIOUS



# HOW TO PREPARE A PITCH DECK FOR A SAAS INVESTOR

WRITER Ryan Floyd

♡ LIKES 0

🕒 EXPECTED TIME TO READ 6 min

I've heard thousands of pitches from hopeful CEOs of startups in a vast array of formats. Many investors have strong views on what to include or not include in a pitch deck.

But in my experience, I see that the founder is telling a story, and you can't be formulaic about a story, so you should shape it in a way that reflects your business and team.

I do have some key advice though, that applies to all pitches and could increase the chances that an investor pays attention to you. These apply to the deck, the market analysis and the meeting itself.



(EST.) MONTHLY VISITS: 3.32K

(EST.) COVERAGE VIEWS: 715

DOMAIN AUTHORITY: 24



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Home > News

# The perfect cocktail for a remote working boom

By Alex Theuma 13 days ago

The pandemic has forced companies across the globe to embrace remote working



(Image credit: Shutterstock / LStockStudio)

(EST.) MONTHLY VISITS: 50.7M

(EST.) COVERAGE VIEWS: 58.6K

DOMAIN AUTHORITY: 92



1



5



Alex Theuma, founder of SaaStock

### The only option

Still, event organisers are now being forced to take the leap.

Alex Theuma is founder of SaaStock, an events company that runs several tech conferences around the world, and has announced it will be running a virtual event this summer.

“In March, we booked £50,000 in revenue — and then it all dropped off a cliff,” says Theuma. “With revenue dropping to zero, what do we do? How do we replace that? We either burn through cash or generate revenue in a way where we’re giving value in this moment.”

Now the team of 23 is pulling together SaaStock Remote, a two-day virtual event with 3,000+ attendees, 150+ speakers, matchmaking sessions, workshops and networking. It will be hosted on Hopin’s platform.

“It’s been a bit of a wakeup call for us,” says Theuma. “Now we’re thinking about how we bring value 365 days of the year.”

“We’re operating like a brand new startup, working in sprints, picking a name, dates, pricing, tech partner and a soft launch. It’s galvanising the team. I’m not

(EST.) MONTHLY VISITS: **241K**

(EST.) COVERAGE VIEWS: **1.55K**

DOMAIN AUTHORITY: **54**



**14**

START-UPS

# How to prepare a pitch deck for a SaaS investor

10 MAR 2020 573 VIEWS

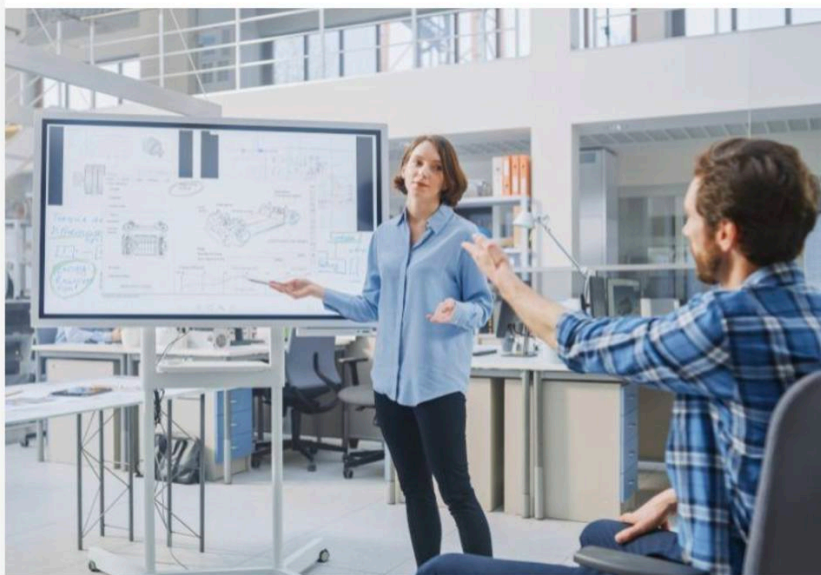


Image: © Gorodenkoff/Stock.adobe.com



**Preparing a pitch deck is vital for start-ups but it's not as easy as it sounds. Storm Venture's Ryan Floyd offers his advice.**

Creating a slide deck that showcases your company's strengths might seem simple – you've probably done it countless times to potential customers. But creating one to pique the interest of an investor is different. It has to be clear yet compelling and give the investor a call to action.

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Call us on the landline: How Trinity teams are coping with work from home

3 HOURS AGO



Mastercard announces \$250m support for small businesses hit by coronavirus

6 HOURS AGO



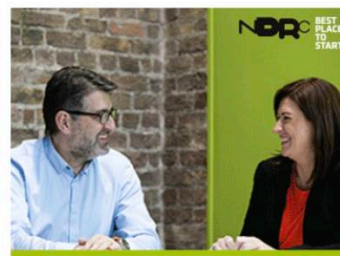
Irish researchers launch Covid-19 symptom tracker

6 HOURS AGO



€12m invested in four research projects by US-Irish R&D programme

6 HOURS AGO



(EST.) MONTHLY VISITS: **439K**

(EST.) COVERAGE VIEWS: **1.49K**

DOMAIN AUTHORITY: **76**



2



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Home > News > Politics



M&S reveals amazing Easter offers



Emmerdale spoilers: Zak Dingle replaced as Sam Dingle makes...



Meghan Markle and Prince Harry CANCEL announcement over



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# Labour and Corbyn are coming after your home with inheritance tax wealth grab – WARNING

JEREMY CORBYN announced a huge £83billion bumper spending spree in the Labour Party's general election manifesto but has caused fury by unleashing 12 huge tax rises on Britons to pay for it.

By **PAUL WITHERS**

PUBLISHED: 00:01, Thu, Dec 5, 2019 | UPDATED: 11:44, Thu, Dec 5, 2019

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86 

Most read in Politics

(EST.) MONTHLY VISITS: **109M**

(EST.) COVERAGE VIEWS: **110K**

DOMAIN AUTHORITY: **93**



3.9K



320

Dinesh Dhamija, Liberal Democrat MEP for London and the British Indian entrepreneur best known for founding online travel agency Ebookers, said: "The plans are hogwash - a mirage to put in front of people. Promising free prescriptions and free care for the over 65s for example is a bribe for a particular sector of votes."

(EST.) MONTHLY VISITS: 109M

(EST.) COVERAGE VIEWS: 110K

DOMAIN AUTHORITY: 93

 3.9K  320

# Labour's £83billion Tax Plan

Expected income raised by 2023-24 through  
2019 Labour Manifesto tax measure proposals



\* Plus a new 'unitary taxation of multinationals'  
Source: Labour

## CEO'S COVID-19 DIARY: 'THERE COULDN'T BE WORSE TIME TO GET SICK'

Alex Theuma, founder and CEO of SaaSStock, describes challenge of pivoting global conference company after contracting COVID-19 himself

BC Coronavirus

Jonathan Symcox

8:05am 31st Mar 2020



Alex Theuma's firm is a conference and community for SaaS entrepreneurs and investors

(EST.) MONTHLY VISITS: **44.1K**

(EST.) COVERAGE VIEWS: **296**

DOMAIN AUTHORITY: **52**



9

All Tech News > Management > Skills

# The Tech Sector After COVID-19

David Howell, April 2, 2020, 2:20 pm

MANAGEMENT PROJECTS SKILLS



What will the tech sector look like after the COVID-19 crisis passes? Who will be the winners and losers? Silicon UK spoke with experts in their fields to gain their insights.

(EST.) MONTHLY VISITS: **41.1K**

(EST.) COVERAGE VIEWS: **214**

DOMAIN AUTHORITY: **63**



2



## The Tech Sector After COVID-19



**[AT]** Any startup that left it late to seek funding and doesn't have enough runway to survive this period. VCs are now really focussing on their existing portfolio companies. We are hearing of them pulling term sheets. If a startup was forward-thinking enough to raise in advance, they will be fine. But if they were just on the cusp of getting investment now and they don't have enough runway to survive that investment being delayed, this will have an impact. We could see the number of startups shattering because they have run out of money.



**[HC]** Whilst the surge in the use of work-from-home software like Zoom, Microsoft and Slack might subside, they have impacted the way people do business on an international scale. Zoom alone has seen a 40x increase in revenue and doubled the intake of new customers. Home entertainment platforms like Ubisoft, Tencent, Netflix and Spotify have also naturally had a surge and have affirmed the rise of subscription-based models. Companies like Amazon, Alibaba and PayPal will also likely come out well as people increasingly look to paying online. As was the case in 2008/2009, the large cloud players will continue to hire and be dominant given their scale, including Google, Amazon, Microsoft, Salesforce, Zoom and Slack.

**Has the contingency planning the tech sector had in place proved to be strong enough?**

## Silicon UK

APR 2 2020

(IMAGE 2 OF 2)

(EST.) MONTHLY VISITS:

41.1K

(EST.) COVERAGE VIEWS:

214

DOMAIN AUTHORITY:

63



2



← BACK TO PREVIOUS



# THE MISSING LINK TO UNLOCK GROWTH IS 'GO TO MARKET FIT'

WRITER **Bob Tinker**

♡ LIKES 0

🕒 EXPECTED TIME TO READ 1 min

As a three-time entrepreneur, I've been on the difficult journey of scaling from founder to big-company CEO. In one of my ventures I went from an idea on a whiteboard to a publicly trading entity in eight years, and it isn't just one big celebration – it is hard to keep up with your company.

My experience of growing a company and then dealing with its growth made me fascinated in the question 'what would I tell my myself 15 years ago as a newbie entrepreneur?'. One of my investors, Tae Hea Nahm, the co-founder of Storm Ventures was similarly fascinated in the question 'why do some startups make it, and others fail'. He had worked with almost 200 startups and was fascinated in the patterns that make some companies work. There has to be more to it than right market, right team, and right product.

So we decided to put our respective experiences of entrepreneur and investor together and write a book series called Survival to Thrival.

In our first book, we identified the pattern across companies that successfully made the leap and unlocked growth'

We called it 'Go-to-Market Fit'. Companies who had achieved it found urgency, nailed their GTM model, and built a repeatable go-to-market playbook to find and win customers over and over again. They were able to transcend from founder-led hero selling to predictable,

(EST.) MONTHLY VISITS: **3.32K**

(EST.) COVERAGE VIEWS: **715**

DOMAIN AUTHORITY: **24**

Sectors

Government & Public Sector



Nick Ismail

30 March 2020



# How the UK can speed up 5G infrastructure deployment: necessary to innovate and compete in the global market

Former MEP and business leader, Dinesh Dhamija, urges the UK to not fall further behind the East and invest more in 5G infrastructure



The UK government needs to offer a public/private partnership to catalyse 5G infrastructure deployment.

Countries in Asia, such as South Korea, China and Singapore, are "lightyears ahead of the UK and the rest of the world when it comes to 5G infrastructure deployment," said [Dinesh Dhamija](#), former MEP for the Liberal Democrats and serial business entrepreneur, during an interview with Information Age.

## The need for 5G infrastructure deployment: remote working and SME support

The ongoing coronavirus pandemic has seen an unprecedented rise in those working from home. And this trend will likely continue following the period of isolation, predicted at approximately 12 weeks — how we interact and work will change.

If remote working becomes the norm or significantly more

### A Leader's Guide to Innovation Systems

The pace of change has never been this fast, yet it will never be this slow again.

[DOWNLOAD NOW](#)

### Recent Posts

**Build or buy: DataOps in a time of technological transformation**

**How to build consumer trust in UK FinTech innovations**

**Blue Prism and SailPoint partner to deliver new governance capabilities**

**The top 10 UK RegTech companies**

**HPE and industry partners simplify 5G rollout with open software**

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(EST.) MONTHLY VISITS: **218K**

(EST.) COVERAGE VIEWS: **708**

DOMAIN AUTHORITY: **77**

4
 4



# How to Fix Sales Churn

By **Ryan Floyd** — Last updated **Jan 16, 2020**

**GUEST AUTHORS**



Share

166 0

Every **SaaS** founder will know how hard it is to build a customer base. But once you've achieved a reasonable number, the job isn't done: you also have to make sure you don't lose them. That's what's known as the dreaded Sales churn.

Understanding and measuring Sales churn is critical. As a metric, churn is objective. But how to solve churn is much more subjective. Here, I will outline how to manage these metrics and solve sales churn.

Before I start though, I should state a few baseline premises upfront; they might be obvious, but none of the below advice will work if we don't assume:

- Your product works, which is to say there are no major technical issues, APIs exploding, service outages, etc.
- You didn't sell your customers some fictitious vaporware and/or vague promises (it's okay to commit to features on a roadmap as long as everyone at the table understands what's happening).

**Read More:** [What's Up, Doc?: How Digital Technologies and AI Are Changing Healthcare](#)

## Deliver Value Early On

SaaS can be a double-edged sword: delivery is easy, but an unhappy customer can walk away just as easily.

Enterprise software sales in the 80s and 90s were all about shock-and-awe, love-'em-and-leave-'em **Sales**

### Popular Posts

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- Comm100 Launches Freemium Live Chat to Power Real-time...
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DOMAIN AUTHORITY:	<b>60</b>
<b>3</b>	<b>13</b>

# petri kajander

## Influencer book review

DEC 12 2019

### BOOK REVIEW: SURVIVAL TO THRIVAL

DECEMBER 12, 2019

When your startup is starting to grow from a small team to 50, 150 or even 450 people in a short period of time it's not the same company anymore. From mere survival it's time to start thriving with its own set of challenges.

This book is a practical and rather hands-on guide for founders, investors and executives that are in the middle of enterprise startup growth. What used to work before starts to slow things down or just break things down.



When the company grows its people need to change, shift roles, unlearn and learn new skills, and sometimes just leave if it's too hard. None of this is obvious or easy yet it's crucial for success.

A company CEO needs to be able to zoom between micro, macro and everything in between while having a mindset of confident optimism and total paranoia at the same time. In the beginning the CEO resembles Captain America / Wonder Woman type of superhero that is all over the place and totally hands-on.

The next phase is Captain America and the Avengers where a team of superheroes band together to tackle the growth issues while everyone have their special superpowers. The third unlearning and transition phase for a CEO is to become the Professor X and the X-Men where the focus is on the next generation of talent and the overall big picture.

Corporate types coming to startup leadership roles might prefer to build their startup using sequencing that is linear. Unfortunately growing a company is not a straight-forward process and too much of a single thing usually causes a new set of consequences that drain resources, focus and execution at the wrong time.

An open-ended spiral is another way to see the scaling challenges with just right type of balancing act. There will always be more bottlenecks but they are the necessary pain

Petri Kajander Retweeted



There appears to be a human drawing time inside this giant clock



POSTS

Select Month

(EST.) MONTHLY VISITS: **190**

(EST.) COVERAGE VIEWS: **42**

DOMAIN AUTHORITY: **23**



3

## DIVERSITY AND VENTURE CAPITAL



### Influencer blog

MAR 4 2020

(IMAGE 1 OF 2)

(EST.) MONTHLY VISITS: **408**

(EST.) COVERAGE VIEWS: **70**

DOMAIN AUTHORITY: **22**

  
**7**

I recently spoke to Frederik Groce, co-founder of BLCK VC and a Principal at Storm Ventures. Frederik co-founded BLCK VC in 2018 with the aim of increasing awareness about the lack of black investors in venture capital. In just under two years they now include Google and Salesforce among their 100+ sponsors, with names like John Thompson, Ken Coleman, Jewel Burk Solomon, Tyson Clark, Kobie Fuller, and Niniane Wang on the advisory board.

**Adam: Thanks again for taking the time to share your advice. First things first, though, I am sure readers would love to learn more about you. How did you get here? What experiences, failures, setbacks or challenges have been most instrumental to your growth?**

Frederik: Landing my job in the Venture world is largely due to the company I ran after graduating from Stanford University. This company was really unique in that it was a non-profit with for profit subsidiaries that existed to guarantee that Stanford students had access to entrepreneurial programs that teach students about business by running businesses. As part of that mandate, we ran two incubator/accelerator programs. This gave me a lot of exposure to early stage companies and to the broader venture community. This exposure is what planted the seed of VC in my mind, then it was fertilized and nurtured by career mentors of mine.

**Adam: What is BLCK VC all about? What compelled you to start it and how did you get it off the ground?**

Frederik: BLCK VC is an organization I helped co-found 3 years ago aimed at bringing attention to the lack of diversity in Venture, particularly when it comes to Black diversity. African Americans make up less than 2% of the venture ecosystem, and this is creating systemic issues with respect to Black founders getting funded due to the fact that venture is largely a network based business. We've been working hard to increase the number of Black investors, create opportunities for the Black venture community to network within itself, and connecting the Black venture community to other diverse communities within the tech world.

BLCK VC is today the largest Black venture network in the United States. We have a footprint in LA, NYC, Chicago and San Francisco.

What compelled me to help found BLCK VC is that I believe that we can all have impact as we are on our economic and career climbs. I'm a big believer in the power that grassroots communities can have, and that's exactly what we're building at BLCK VC. I was able to help get it off the ground due to the support of my partners at Storm Ventures and my co-founder Sydney Sykes. Furthermore, the entire founding team, which includes folks from Khosla, Bessemer, Great Point, and many other great firms were foundational to our ability to build and expand BLCK VC.

**Adam: How were you able to land over 100 sponsors, including Google and Salesforce? How do you build such a marquee board? What advice do you have for others on how to land sponsors and attract such reputed people as board members?**

Frederik: For us, getting sponsors has always been around finding aligned thought partners that acknowledge that we have a problem when it comes to diversity in the tech world, particularly when it comes to access for Black and LatinX men and women. All of our partners have seen this problem first hand and are looking for innovative and creative solutions to change that. And many of our partners and sponsors have a number of initiatives aimed at trying to put a dent in the diversity problem. BLCK VC, represents just one of those initiatives, but also one of the higher value ones given the unique networks, access, and role that venture investors play in the broader tech world.

## Influencer blog

MAR 4 2020

(IMAGE 2 OF 2)

(EST.) MONTHLY VISITS:

408

(EST.) COVERAGE VIEWS:

70

DOMAIN AUTHORITY:

22



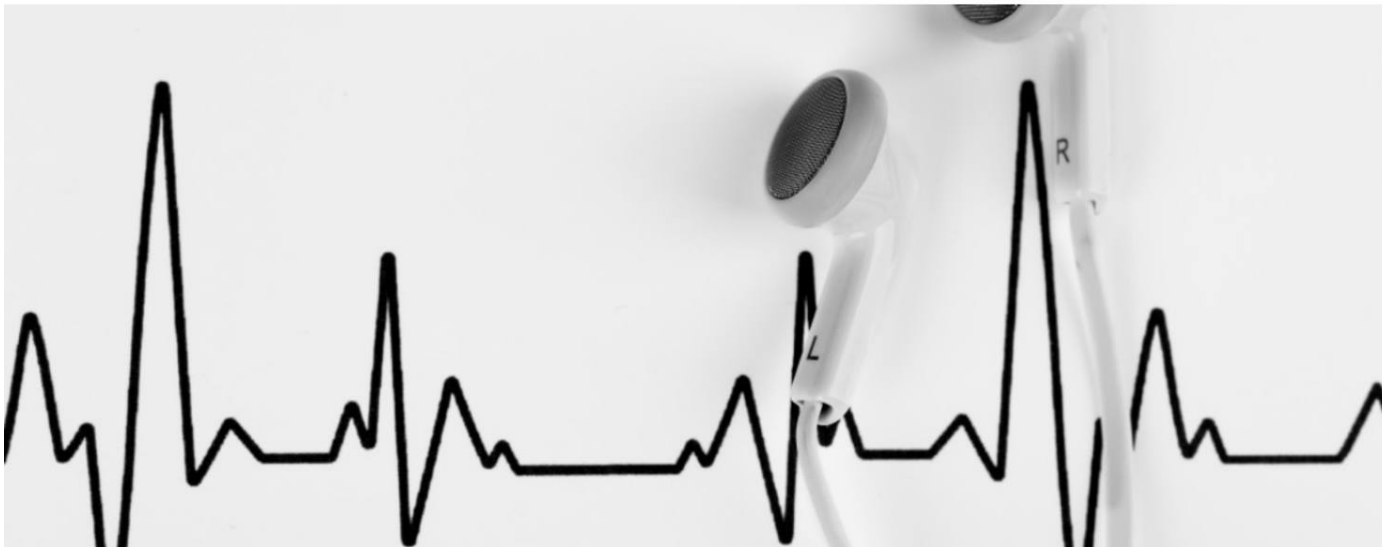
7

The image features a background divided into three distinct color regions by diagonal lines. A large purple area occupies the top-left and central portions. A dark blue area runs diagonally from the bottom-left towards the top-right. A yellow area is located in the bottom-right corner. The word "Podcasts" is centered in the purple region.

**Podcasts**

# Tech.eu Podcast #163: Do we need COVID-19 hackathons; Sebastien Toupy (TNW) on hacking the crisis; Alex Theuma (SaaSStock) on online conferences and more

*This week, Andrii Degeler, Robin Wauters, and Sebastien Toupy (TNW) discuss the topic of hackathons and whether they are indeed able to produce solutions the world needs in times of crisis. The featured interview is a conversation with Alex Theuma, founder and CEO of SaaSStock talking about the reaction of the event industry to the pandemic.*



(EST.) MONTHLY VISITS: **53.5K**

(EST.) COVERAGE VIEWS: **270**

DOMAIN AUTHORITY: **64**



5



11

Tech.eu Podcast hosted by [Andrii Degeler](#) is a show in which we discuss some of the most interesting stories from the European





# THE SYNDICATE

Angel Investing in Early Stage Tech Startups

## Product and Go To Market Fit, Funding Milestones and Enterprise SaaS with Tae Hea Nahm of Storm Ventures



00:00 / 00:00

Play in New Window | Download

Shares



Tae Hea Nahm is co-founding Managing Director of Storm Ventures and co-author of Survival To Thrival. Survival to Thrival is a mind-meld of a 3x entrepreneur (Bob Tinker) and a VC/board member (TH Nahm), and other enterprise entrepreneurs,

which demystifies building enterprise startups. Tae Hea was the founding CEO of Airespace, later sold to Cisco for \$450m. Currently, he is interested in "AI + SaaS" companies.

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**TAE HEA NAHM**  
Co-founding Managing Director  
Storm Ventures

## The Syndicate

DEC 23 2019

(EST.) MONTHLY VISITS: **430**

(EST.) COVERAGE VIEWS: **190**

DOMAIN AUTHORITY: **36**



17



2



The background consists of three distinct geometric regions. A large purple area occupies the left and top-left portions. A dark blue diagonal band runs from the bottom-left towards the top-right. A yellow triangular region is located in the bottom-right corner.

**Our own coverage**



## Helen Croydon

Founder of Thought Leadership PR  
www.thoughtleadershippr.com

### C-suite Thought leadership: The new pillar of marketing

What do Jeff Bezos, Elon Musk and Michael O'Leary have in common? The clue isn't in the size of the companies they govern, but their profile. No doubt you've heard of these household names, but you probably can't name the CEOs of their similar sized competitors.

Increasingly CEOs are becoming superstars. Business magazines love to do glossy portraits of successful CEOs, podcast hosts love to interview them on their leadership style, the media love to get insights from them. This doesn't mean that every CEO should court the limelight, but what it tells businesses is that from a PR perspective, your best publicity asset is a dynamic leader.

It used to be that a company centred its PR on getting their business name mentioned in the media. But today, we are so swamped with mission slogans that none of it cuts through anymore. Companies need a human face to deliver their messages.

This is why personal PR for the c-suite team is fast becoming a pillar of marketing. Anyone in a leadership role needs to be seen as an authority in their field. To use the buzz-term, they need to be perceived as 'thought leaders'.

Even if they are a heads-down strategy type rather than a gregarious networker, we are in an age where leaders are expected to be part of industry conversations. The digital world has created a 'click and judge' culture.

People put a name into Google 10 minutes before a meeting. If they don't have an article or two on a third party publication, a talk on YouTube or 1000+ followers on LinkedIn, they get classified – unconsciously or consciously – as small fry.

In America, personal PR for executives is well established. You

“Anyone in a leadership role needs to be seen as an authority in their field. To use the buzz-term, they need to be perceived as ‘thought leaders’”

only have to look at the LinkedIn profile of Microsoft CEO Satya Nadella to gauge the sort of slick operations that goes on to shape his personal profile, independently of the company's corporate channels.

The traditionally modest Brits are behind. While they may like the idea

of professional input on their personal profile, they wouldn't want to be seen to be paying for it as a service. In almost every kick-off meeting with a British client, I hear them insist: “This isn't a vanity project, it's for business.”

But I am the last person to judge. Anyone who understands the current media climate would also not judge. The truth is that business leaders will get left behind if they don't manage their personal profile.

There is another reason why focusing on the brains behind a business is more effective than promoting the business itself: there are more PR opportunities. For example, the CEO could write an op-ed on a new tax law that comes into play. The CMO can speak at a marketing event. The CFO can give a quick comment to journalists on a topical story on, say, a new tax law.

It's not just the media where business leaders can showcase thought leadership. As long as they have intelligent things to say, they can host a podcast, write LinkedIn articles, or even commission research for a white paper. It is time to ditch the old-style corporate messaging strategy because today it's people and ideas that sell. **nb**

Thought Leadership PR is a PR practice that helps professionals, academics and public figures raise their personal profile. Helen is a former author, journalist and broadcaster.

Sectors Technology



Editor's Choice 27 March 2020



# The best and most educational tech podcasts to keep you informed during Covid-19 lockdown

Helen Croydon, founder of Thought Leadership PR, provides her list of the best tech podcasts to listen to during the Covid-19 lockdown



What are the best tech podcasts to keep you informed and entertained during the Covid-19 lockdown?

As data and AI take a bigger role in all aspects of business, knowing the basics of tech, SaaS and big data is essential for business leaders no matter what your industry — tech podcasts can help you keep on top of trends and stay informed.

Over the last year I've had to learn what the big themes and conversations are in this space because more and more of my clients come from the entrepreneurial tech scene. So, I listen to podcasts wherever I can. Here's my roundup of the best and most educational tech podcasts (in no particular order).

(EST.) MONTHLY VISITS: 218K

(EST.) COVERAGE VIEWS: 708

DOMAIN AUTHORITY: 77

f 2      t 11



March 10, 2020

## Episode 30: PR Mistakes to Avoid (and What to do Instead), with Helen Croydon

Jay Harrington & Tom Nixon

It probably comes as no surprise that we believe thought-leadership marketing is what we like to call "Modern PR." But that doesn't mean you shouldn't be focused on traditional PR, which involves gaining coverage by reporters for stories they're writing. In this episode, we speak to PR expert Helen Croydon, founder of Thought Leadership PR, about ways lawyers can pitch the media successfully. Jay and Tom speak to Helen about:



- The importance of researching the reporter, editor, and/or publication you're pitching
- How to craft a pitch
- Why it's better to pitch one idea than a multitude of them
- How to write thought-leadership content if you want it to appeal to a publication
- And much more

(EST.) MONTHLY VISITS: **7.4K**

(EST.) COVERAGE VIEWS: **1.12K**

DOMAIN AUTHORITY: **32**



10



7

## Helen Croydon



(EST.) MONTHLY VISITS: **955**

(EST.) COVERAGE VIEWS: **244**

DOMAIN AUTHORITY: **19**

### Where are you based?

London (office in the city)

### What job do you do?

I'm founder of Thought Leadership PR and I work with business leaders, entrepreneurs, academics and public figures to raise their personal profiles

### How did you get into marketing/communications?

I was a journalist for 15 years, and an author of three books. I started my career in broadcast journalism (local radio then working my way up to be a producer at ITN), then I went freelance because I wanted to do more written journalism.

Over several years I wrote for all of the UK national newspapers and several magazines. I wrote features, opinion pieces, first person pieces, investigative reports all the time keeping my hand in broadcast news as a freelance producer for ITV News. In 2011 I got my first book deal (it was a dating memoir, but enough said about that!) and this really built my name as a journalist.

So why did I jump ship into comms?

I realised that despite a high media profile, I was never going to make any money from journalism. Sadly media budgets are being cut all the time. As for books – they bring great profile. I got to do talks at literary festivals, I got to be a commentator on places like Newsnight and Woman's Hour. But publicity is only valuable if you have a business to promote. So I started to think that I should use my energy to get others into the media instead of myself.



January 8, 2020

# New Year's Goal to Write Thought Leadership? Follow These Tips for Getting it Media-Ready

Helen Croydon

JD Supra Perspectives

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in LinkedIn f Facebook t Twitter Send Embed



I help business executives produce and publish thought leadership content in the media with my business Thought Leadership PR. I was a journalist for 15 years, so I have unique insight into what makes an article media-ready.

Here, I draw on my experience as both journalist being pitched *and* PR professional pitching stories on behalf of my clients to highlight some of the common pitfalls in writing thought leadership articles for media visibility.

## Avoid being too ‘messagy’

If you want to get your thought leadership content accepted by the media, you have to write about wider issues relevant to that publication’s audience, and not about your business. This is the difference between PR and marketing.

---

*An editor doesn’t care about your messaging...*

---

I hear many corporations talk about getting the ‘messaging’ right. That’s all well and good for marketing material that you can control. But with earned media, I’m afraid you’re not the boss. An editor doesn’t care about your messaging – their job is to uphold the integrity of their publication by producing content that their readers can learn something new from.

## Avoid common marketing clichés

Beware of hidden marketing phrases that you may think come across as modest but in fact are bland and self-

(EST.) MONTHLY VISITS: **418K**

(EST.) COVERAGE VIEWS: **1.82K**

DOMAIN AUTHORITY: **69**

f 3 t 5 p 1

access to one for email subscribers, you may see a significant jump in views. [Research shows](#) that 61% of business owners share white papers with their colleagues. Additionally, in 2018, consumers trust blog posts and podcasts as their go-to methods for educational purposes. So, articles aren't the only way to go anymore.

Business owners recognize this shift in consumer attention as well. Helen Croydon, the founder of [Thought Leadership PR](#), doesn't think that creating content alone will lead to any business. She does, however, think content creation brings an increase in your authority and brand. "Anyone can churn out a blog for their website in order to alert Google their site is active. But very few people understand the principles of storytelling enough to make their content useful to those who come across it," she said.

In order to make your content useful, you should recruit writers who understand the material. As we just learned, consumers still prefer blog posts as one of their top methods for learning new skills. So, an unhelpful blog post could lead to a loss in sales and viewership. According to Croydon, blogs that don't get to the heart of the issue or listicles are telltale signs that blog content has been churned out by a non-professional writer.

Since she used to be a journalist, Croydon also believes that business owners need to create thought leadership rather than content. "The first is a product, that can be easily ignored. The latter is a strategy" she said. "Thought leadership articles aren't promotional but informative and add genuine value to the reader. But they're way more effective because the reader will remember you, and even better, trust you."

## Business 2 Community

NOV 22 2019

(EST.) MONTHLY VISITS: **1.47M**

(EST.) COVERAGE VIEWS: **2.93K**

DOMAIN AUTHORITY: **86**



30



61



**To learn how we can help you get  
targeted coverage to become a  
thought leader, drop us a line**

[info@thoughtleadershippr.com](mailto:info@thoughtleadershippr.com)