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Our Client Coverage for April to September 2020

info@thoughtleadershippr.com

37

PIECES OF COVERAGE:

932M

ONLINE READERSHIP:

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ESTIMATED COVERAGE VIEWS:

5.35K

SOCIAL SHARES:

61

AVERAGE DOMAIN AUTHORITY:

1.63K

MONTHLY VISITS:

550

COVERAGE VIEWS:

32

DOMAIN AUTHORITY:


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

Press Coverage

EDITORS' PICK | Jun 18, 2020, 09:27am EDT

How Skills Learned During Lockdown Will Strengthen The Businesses Of These Entrepreneurs



Alison Coleman Senior Contributor 
Entrepreneurs

JUN 18, 2020

(IMAGE 1 OF 2)

(EST.) MONTHLY VISITS: **137M**

(EST.) COVERAGE VIEWS: **103K**

DOMAIN AUTHORITY: **95**

 **1.1K**

 **230**

 **1**

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Going virtual

Lockdown prompted a steep learning curve for Alex Theuma, founder and CEO of [SaaStock](#). Founded in 2015, the company hosts annual global conferences around the world for founders, investors, and executives in the SaaS industry.

When the outbreak of COVID-19 forced them to cancel their in-person conferences for the rest of 2020, Theuma and his team of 23 had just two months to learn how to host a virtual conference online or face certain business collapse.

Recommended For You

[Beyond The MBA: How Online Learning Is Forging A New Reality For Business Education](#)

[The Life-Changing Magic Of Words: 5 Reasons You Need To Think Like A Copywriter](#)

[6 Phrases You Won't Hear Successful People Say](#)

“We had to become ‘world-class’ at hosting an online conference very quickly, so each member of the team attended as many online conferences as possible, shared their learnings internally, and then we all took on board the best pieces of advice,” he says.

This result was SaaStock’s first-ever remote conference, SaaStock Remote, which was attended by 3,000 people. The company plans to run all events online until Summer 2021 and then adopt a hybrid model, running conferences both online and in-person.

Forbes

JUN 18, 2020

(IMAGE 2 OF 2)

(EST.) MONTHLY VISITS: **137M**

(EST.) COVERAGE VIEWS: **103K**

DOMAIN AUTHORITY: **95**



1.1K



230



1

Our orchestras' only hope: how technology can fuse our splintered musicians together again

Orchestras are symbiotic by nature – social distancing would alter their very core. But, finds Izzie Price, technology may well save the day

By Izzie Price

30 September 2020 • 12:03pm

Related Topics
Classical concerts, Coronavirus

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(EST.) MONTHLY VISITS: **62.3M**

(EST.) COVERAGE VIEWS: **54.7K**

DOMAIN AUTHORITY: **94**



49



25

Ellie's sentiment is echoed - with redoubled and deeply significant concerns - by Baluji Shrivastav OBE, Musical Director of [Inner Vision Orchestra](#): the UK's only blind professional orchestra. "We are blind musicians who depend on listening to each other even more than sighted musicians, who read music while they are playing," he explains. "Unless we are physically together we cannot function fully."

Baluji speaks with deep emotion about what performing in front of a live audience means for Inner Vision. "When we perform in front of a live audience, our blindness is irrelevant to us. The interaction with the audience makes us complete, and adds a dimension to the music and the experience because music is about communication and we need to feel that. That is our life blood."

The Daily Telegraph

SEP 30, 2020

(IMAGE 2 OF 2)

(EST.) MONTHLY VISITS: **62.3M**

(EST.) COVERAGE VIEWS: **54.7K**

DOMAIN AUTHORITY: **94**



49



25

Work Smarter

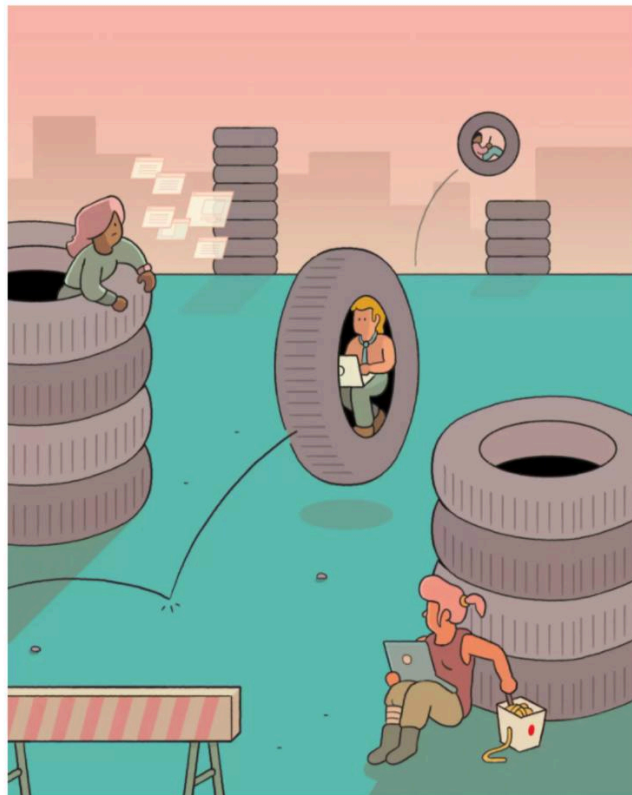
How to rebuild a business after the coronavirus lockdown

Businesses had to perform a quick pivot to survive coronavirus. What's next?



By LAURA MILLER

Monday 22 June 2020



This year, activity in the business world has been frenetic for all the wrong reasons. In March, companies – many already running on razor-thin margins – faced surges of panic and damage limitation as coronavirus caused sector after sector to be shut down.

(EST.) MONTHLY VISITS: **5.54M**

(EST.) COVERAGE VIEWS: **9.67K**

DOMAIN AUTHORITY: **88**

**75****53**

Alex Theuma, founder of four-year-old tech conference organiser SaaStock, says the virus exposed a lack of diversity in his business model, when income “jumped off a cliff in March”.

“We had to understand how we could bring our value online, fast. Our response was to launch SaaStock Remote, an online-only conference, and focus 100 per cent on delivery of that in June. Now we have six other killer ideas to move to more of a recurring revenue business.”

Some things will be messy to start with. Dibble recommends reviewing contracts with suppliers to see which could be paused or terminated short-term without penalty.

WIRED UK

JUN 22, 2020

(IMAGE 2 OF 2)

(EST.) MONTHLY VISITS: **5.54M**

(EST.) COVERAGE VIEWS: **9.67K**

DOMAIN AUTHORITY: **88**



75



53

INSIGHTS EMAIL INVESTOR BUSINESS ADVICE (OPINION) ENTREPRENEUR

How to email an investor you've never met — and get a response

This is how I, as an investor, want to receive pitches



70 SHARES



STORY BY

Ryan Floyd

Founding Managing Director, *Storm Ventures* — Ryan focuses on early stage enterprise SaaS and has primarily invested in applications and cloud/infrastructure related companies. He is also the host of the YouTube channel ([show all](#))

Most popular



3 biggest reasons why a company's digital transformation fails

(EST.) MONTHLY VISITS: 4.75M

(EST.) COVERAGE VIEWS: 5.58K

DOMAIN AUTHORITY: 92



17



39



3



JUN 9, 2020

(IMAGE 1 OF 2)



Enhancing the conference call experience

The use of collaborative tools has exploded – and so have efforts to make sure staff don't fall asleep during the calls

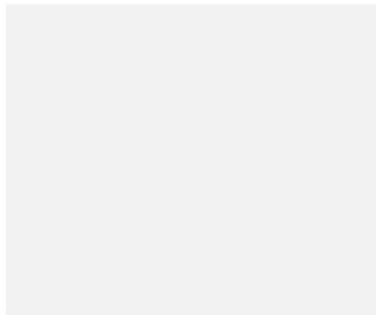
By Nick Booth

Published: 09 Jun 2020



With home workers taking to collaboration tools to keep in touch with colleagues and customers, the number of people using online tools has expanded considerably.

But just because more people are using these tools does not mean they are being used well. There are already moves hv some



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Channel leaders cautiously optimistic about 2021

HPE boss looking for channel to bring SME growth

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(EST.) MONTHLY VISITS: **855K**

(EST.) COVERAGE VIEWS: **2.08K**

DOMAIN AUTHORITY: **83**



3



9

Although this will be initially harsh on people with poker faces, the refined version of the software will eventually help companies to run more efficient meetings.

One essential “conference quality” that LifeSize and Zoom are aiming to instil, through the use of AI, is brevity. But that is easily achievable through a good host, says Alex Theuma, founder and CEO of [SaaStock](#), which hosts conferences for tech investors.

“Most online conferences are webinars on steroids,” says Theuma.

“Most online conferences are webinars on steroids”

Alex Theuma, SaaStock

Computer Weekly

JUN 9, 2020

(IMAGE 2 OF 2)

(EST.) MONTHLY VISITS: **855K**

(EST.) COVERAGE VIEWS: **2.08K**

DOMAIN AUTHORITY: **83**



3



9

EXECUTIVE INSIDER

How Will Covid-19 Affect The Tech Industry?

Ryan Floyd Executive Insider May 26, 2020



Covid 19 has changed everything in business. In recent weeks, I've been spending a lot of time with my portfolio companies as we think through the impact of the pandemic on their prospects and how they should respond. Honestly, the answers are very clear for some but for others, it's too early to tell.

For the travel and hospitality industries, who've been hit the hardest, the decisions are easier to make because they know their revenue will drop to almost zero in the near term and likely will be challenged for some time regardless of how the economy comes back. It's hard to imagine anything but absolutely essential business trips for the foreseeable future.

(EST.) MONTHLY VISITS: 268K

(EST.) COVERAGE VIEWS: 1.29K

DOMAIN AUTHORITY: 66

6

EXECUTIVE INSIDER

Enterprise SaaS Marketing Strategy 101

Ryan Floyd Executive Insider May 13, 2020



B2B sales teams in SaaS are rightly obsessed with lead generation. Where are my leads? How do I get more leads? What do I do if my leads start to trail off? But the answer is more complicated than leads – unlike the fictional characters and story in Glengarry Glen Ross – quality of leads does matter. Effective B2B sales strategies in SaaS have nothing to do with the quantity leads -ultimately quality and focus will determine success as funds are limited. This is especially important during the current economic climate. I've written a basic overview for those just learning about SaaS.

A **lead** is anyone who falls into the top of your marketing funnel before they convert into a sales opportunity; they're a hypothetical person who looks good on paper, but isn't yet guaranteed to give you any business. An **opportunity** is someone who your sales team has actually had a conversation with; they've agreed to at least explore whether your product is a good fit for their organization. This may sound like mere quibbling over terminology, but consider this:

(EST.) MONTHLY VISITS: 268K

(EST.) COVERAGE VIEWS: 1.3K

DOMAIN AUTHORITY: 66



3



11

EXECUTIVE INSIDER

Using the Scrum and Sprint way of working transformed my team

Alex Theuma Executive Insider June 9, 2020



I take a keen interest in productivity and leadership styles. As a CEO of a four year-old business I've tried many methods and read several books on different schools of thought of management. Recently I found one which enabled me to ride the covid crisis storm.

Before I go into this magical method it might be helpful to explain what we tried before and what's different about the new method.

Management Methods Tried and Tested

When my business was only a couple of years old, I became increasingly aware of the importance of measuring OKRs. I implemented a spreadsheet system to track them and it took a year for the team to get used to it. But then we realised it wasn't working – targets were being missed. So we decided to

(EST.) MONTHLY VISITS: 268K

(EST.) COVERAGE VIEWS: 1.3K

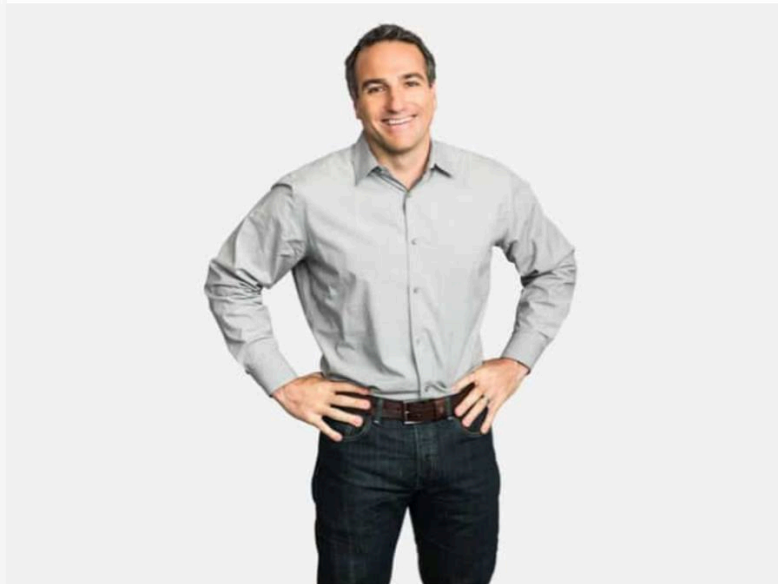
DOMAIN AUTHORITY: 66

f 2 t 9

EXECUTIVE EDUCATION

Building Remote Teams – All You Need To Know

Ryan Floyd Executive Education July 8, 2020



Since the start of the global Covid-19 pandemic, it's likely you've had to convert your existing team to a remote one involuntarily, or you've had to hire a totally new remote team. Naturally, this brings challenges. Below I've outlined the common ones I've come across with our portfolio companies and the best solutions they've found.

The two main types of remote workplaces that have emerged are Fully Distributed Remote Workers and Remote Teams.

CEOWORLD magazine

JUL 8, 2020

(EST.) MONTHLY VISITS: **268K**

(EST.) COVERAGE VIEWS: **1.34K**

DOMAIN AUTHORITY: **66**

f 8 t 25 p 3

Get the latest Startup news and information

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Summer Statement 2020: Live updates on how it will affect your small business

Live coverage of the Summer Statement 2020, including expert insight and analysis of how this "mini-budget" will affect UK small businesses.

by Alec Hawley Updated: Jul 9, 2020 Published: Jul 8, 2020



This page will be updated throughout the day

Hello and welcome to Startups.co.uk's live coverage of the 2020 Summer Statement. We'll be offering regular updates on this "mini-budget" as the Chancellor Rishi Sunak unveils new measures designed to kickstart the UK economy, including analysis and insight from leading figures on how UK small businesses are likely to be affected.

What to expect from the 2020 Summer Statement?

With the UK still struggling to emerge from lockdown and begin the path to economic recovery, the Chancellor is expected to prioritise jobs and try to restore consumer confidence.

Some of the details have already been revealed.

Job creation

The most eye-catching announcement so far is the "Kickstart" [job scheme](#), with £2bn set aside

USEFUL LINKS...

Business bank accounts are an essential tool for new businesses. Sign up for a [CashPlus](#) account through Startups and get the first year free with 1% cashback.

Funding is one of the biggest obstacles to new business. Startup loans can be a great option. [Compare start up loan providers today](#) with Know Your Money.

(EST.) MONTHLY VISITS: **197K**

(EST.) COVERAGE VIEWS: **914**

DOMAIN AUTHORITY: **69**



9



25

Alex Theuma, the founder and CEO of tech startup community [SaaSStock](#) was “pleasantly surprised” by this measure and suggested that it would support his efforts to bring furloughed employees back to work:

“We had to put some staff on furlough after our revenue dropped by 50% when lockdown was announced. Without the furlough scheme we would have had to let them go.

“We’ve bounced back by pivoting online and we’re looking forward to getting furloughed staff back on board in October. I was pleasantly surprised by the job retention scheme which will make it even easier for us.”

Similarly, Nic Smith, the managing director of [Commercial Maintenance Services](#), said the move allowed the firm to continue its recovery plans with “greater confidence”:

“We had been considering taking on some trainees and bringing further staff off furlough as client demand continues to grow.

“However, the incentive announced by the chancellor to create meaningful jobs for young people and the bonus surrounding the unfurloughing of staff, have definitely given us greater confidence to plough ahead with our future plans.”

(EST.) MONTHLY VISITS: **197K**

(EST.) COVERAGE VIEWS: **914**

DOMAIN AUTHORITY: **69**



9



25

Topics

Business & Strategy



Aaron Hurst

7 September 2020



Coupa CEO Rob Bernshteyn discusses upcoming book Smarter Together

Rob Bernshteyn, CEO of Coupa, spoke to Information Age about his upcoming book, Smarter Together, and how sharing data can benefit companies



Bernshteyn says that companies should consider sharing data with wider communities.

[Rob Bernshteyn](#) has spent the last 25 years working in enterprise software, from programming and implementing software to sales and product management, and he says that his upcoming second book, Smarter Together, features ideas from over that time period.

(EST.) MONTHLY VISITS: 163K

(EST.) COVERAGE VIEWS: 599

DOMAIN AUTHORITY: 75

f 3

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Topics Start-up scene



Editor's Choice 13 July 2020



Investor predictions on which tech startups will survive over the next 5 years

Alex Theuma, founder and CEO of SaaSStock, rounds up the predictions made at online conference, SaaSStock Remote, on what the next five years of investment will look like for tech startups



Investors who attended SaaSStock Remote predict the rise of cloud businesses.

It is telling when more than one investor at the same event chooses to open their presentations with the words of the Russian revolutionary Vladimir Lenin: 'There are decades when nothing happens, and weeks when decades happen.'

Both speakers went on to explain that over the last three months since the start of the Covid-19 crisis, we've seen two years worth of digital transformation. In fact, according to a recent IFS study, [70% of businesses have increased or maintained digital transformation spend amid the Covid-19 pandemic.](#)

(EST.) MONTHLY VISITS: 163K

(EST.) COVERAGE VIEWS: 636

DOMAIN AUTHORITY: 74



8



16

Topics
Start-up scene



Editor's Choice

2 September 2020



Angel investor vs VC: which should your tech start-up pitch to?

What is the difference between an angel investor and a VC, and which should your tech start-up pitch to for investment?



Ryan Floyd from Storm Venturers identifies the differences between angel and venture investment.

As a venture capital (VC) investor in tech startups, I'm often asked by new founders what the difference is between what I do and what angel investors do. They also want to know how pitching to angel investors differs from pitching to VCs.

What follows is a summary of the differences and a look at how those distinctions might impact your pitching strategy as a tech startup looking for different levels of funding.

What differentiates an angel investor from a VC

(EST.) MONTHLY VISITS: **163K**

(EST.) COVERAGE VIEWS: **635**

DOMAIN AUTHORITY: **74**



10



14

Book review - Smarter Together - Rob Bernshteyn on Community Intelligence in business

By **Phil Wainewright** September 9, 2020 7 min reading

SUMMARY: A new book by Coupa CEO Rob Bernshteyn maps out how businesses can benchmark performance and opportunity by pooling community intelligence



The web of digital connection in our modern world is changing the very nature of business in unexpected and unfamiliar ways. Software-as-a-Service (SaaS) vendors are often at the forefront of these changes, encountering emerging trends years before they reach other industries. Coupa's Rob Bernshteyn, one of the most thoughtful SaaS CEOs, believes there's an important new trend taking shape. His observations are the subject of his second book, out today: *Smarter Together – How Communities are Shaping the Next Revolution in Business*.



(via Coupa)

The essence of his argument is the rather surprising assertion that businesses can gain competitive advantage not by hoarding information and data but by pooling it. He makes the case that the data collected across a broadly based business community delivers far more insight than the data collected by any one of those businesses, enabling business leaders to take better decisions:

“ *Bringing the best Community Intelligence to bear in making these vital decisions significantly increases the likelihood of your ability to make the right choices and*

(EST.) MONTHLY VISITS: **111K**

(EST.) COVERAGE VIEWS: **493**

DOMAIN AUTHORITY: **70**

14

Why COVID-19 will flow US capital into Euro start-ups

Posted on May 20, 2020 by Alistair Hardaker

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Pascale Diaine

We live in a scary time. The questions on the collective mind of investors and start-ups are: how will the current economic climate impact business growth? What does investing in a time of uncertainty look like? Should start-ups anticipate a curbing of investment activity?

On the flipside, I believe that the current crisis will play in favour of an acceleration of capital deployed by US funds into Europe and the UK, as the VC industry will have to adjust to the new norms the virus is dictating.

The movement of US capital towards European start-ups isn't new. US funds have been looking to the European ecosystem to fund promising start-ups for a while now because of fierce competition for B2B investments in the US, sky-high valuations and the relentless war for talent.

Storm Ventures has been part of that trend and we've invested in several successful companies started by European entrepreneurs looking to tap the US market. These investments include Talkdesk (Portugal), Digital Shadows (UK), Algolia (France), and Pipedrive (Estonia).

While supporting European B2B enterprise software start-ups to enter the US market, we have learned a lot about the dynamics across the Atlantic. As the crisis unfolds, I believe that three main reasons will drive even more US investors to pay attention to the Old Continent.

(EST.) MONTHLY VISITS: **49.2K**

(EST.) COVERAGE VIEWS: **331**

DOMAIN AUTHORITY: **52**

Imagining VC funding post-pandemic

Founding MD of Storm Ventures predicts boost for tech firms powered by gig-workers and advises tech scale-ups to start thinking ‘on the offence’

BC coronavirusbc investment
Alistair Hardaker 8:00am 15th Apr 2020



Growing job losses caused by coronavirus will result in a booming gig economy labour force, predicts venture capital investor Ryan Floyd.

The Founding MD of Storm Ventures and host of the [‘Ask a VC’ YouTube channel](#) said that although it is impossible to know where unemployment will settle after the pandemic is contained, unemployment will be at its highest in years.

“Market uncertainty probably won’t have a big impact on the gig economy – but a slow recovery and higher longer-term unemployment absolutely will drive many more people to the gig economy,” he said.

“This will drive many more to obtain whatever work that they can find. Gig businesses will benefit from this trend as there will be plentiful labour for whatever service they are providing.”

Floyd said he hoped that the increased trend for gig-economy work would prompt protections, including in healthcare in the US.

Floyd predicts that as well as boosts to businesses powered by gig-economy workers such as Uber and Deliveroo, other tech sub-sectors may also see an uptick.

(EST.) MONTHLY VISITS: **49.2K**

(EST.) COVERAGE VIEWS: **345**

DOMAIN AUTHORITY: **52**



8

The Future Is Female: Are Female Politicians Better Leaders?

The COVID-19 pandemic has confronted the leaders of today with unprecedented challenges that didn't exist a few months ago.



Image by κ (Aleph), <https://creativecommons.org/licenses/by-sa/2.5/>

Coronavirus has encroached not only on public health but also on the global economy, as well as on some of the most fundamental practices of modern society. For leaders, there hasn't been a handbook on 'how to lead in a time of pandemic', however, it's undeniable that some have responded better than others. A small number of world leaders are commanding respect with their purpose, providing comfort to their communities and inspiring other countries with their results.

CEO Today

AUG 5, 2020

(IMAGE 1 OF 2)

(EST.) MONTHLY VISITS: **47.1K**

(EST.) COVERAGE VIEWS: **1.47K**

DOMAIN AUTHORITY: **47**



3



5

The political leaders of countries like USA, Brazil, Russia, UK, Italy, Spain and France have all been criticised over the ways they've responded to the pandemic and funnily enough, all those leaders happen to be men. When discussing this with Wendy Rose, an executive and leadership coach and a specialist in working with CEOs, we both concluded that the countries that are named and shamed are amongst the largest, most populous and densely packed in the world. Apart from Germany, comparing these countries and their leaders to smaller countries like New Zealand, Finland, Iceland and Taiwan is not fully fair. While these female political leaders have undoubtedly done an outstanding job at fighting the virus in the countries they're in charge of, there are many other examples of countries whose male leaders have also done an admirable job of navigating COVID-19, including Australia, South Korea, Greece and more.

"In political leadership, as in business leadership, a number of key qualities and traits are growing in recognition as being significant, particularly at the moment", says Wendy. "These include lack of duplicity, vulnerability, compassion, empathy, emotional competence and accessibility, to name a few."

Wendy tells me how during her 20 years of coaching CEOs and other senior leaders, she's met many men who exemplified these qualities and many women who struggled to connect, to show warmth, interest in others, humility or fallibility. She believes that being one gender or the other doesn't give anyone an automatic buy-in or opt-out when these qualities get dished out – or developed.

"I have three concerns about using a gendered lens to polarise the debate about what makes a good leader", she explains. "First, it can be used as a reason, or excuse by men or women to act in a certain way or to have expectations that others should. Secondly, by making this an issue of gender, we marginalise those who don't identify with either 'end' of the gender spectrum. And lastly, by getting caught up in an outdated chimera of gender, we forget the more important task of identifying what really makes a successful leader – political or otherwise- and miss the opportunity of encouraging these sorely needed skills in all our leaders."

CEO Today

AUG 5, 2020

(IMAGE 2 OF 2)

(EST.) MONTHLY VISITS: **47.1K**

(EST.) COVERAGE VIEWS: **1.47K**

DOMAIN AUTHORITY: **47**



3



5





< Back to articles listing

The problems with authentic leadership: when 'authentic' just means 'nice'

Written by
Wendy Rose, global executive coach

Published
09 Jul 2020

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Is there a danger of being 'too authentic' as a leader? Wendy Rose examines what authenticity really means.

In HR and OD circles, in leadership development and coaching, we are all encouraged to be authentic. There's even a meme that does the rounds every so often: 'Be yourself. Everyone is already taken'. It gets trotted out on many leadership training courses; one of those sayings that sounds profound the first time round and then ends up as a fridge magnet.

The dictionary definition of authentic includes synonyms such as not false, genuine, true, real. Who would argue with that? It sounds great – doesn't it? Just be true to yourself; you're good enough as you are. What a relief; no more changing, no more development, no more training or tweaking.

I've just finished some stakeholder interviewing for a senior leader at global bank. Much of the feedback was exhorting her to be more 'herself'. Her colleagues like her, so this doesn't appear to be a difficulty; they just want to see more of her being 'herself'.

"I'll do it my way" crooned Frank Sinatra and people nod in agreement and feel vindicated. Why is this song still one of the most popular ones to have played at funerals according to **research by the Co-op Funeral Service?**

Because being true to ourselves speaks to us at a very deep level. So what's the problem?

(EST.) MONTHLY VISITS: **22.7K**

(EST.) COVERAGE VIEWS: **901**

DOMAIN AUTHORITY: **46**


8

← BACK TO PREVIOUS



SOLUTIONS FOR CUSTOMER SUCCESS IN AN ECONOMIC DOWNTURN

WRITER Arun Penmetsa

♡ LIKES 0

🕒 EXPECTED TIME TO READ 4 min

One of the biggest trends in software development has been the rise of Software as a Service (SaaS). With SaaS, vendors and customers follow a pay-as-you-go subscription model, which eliminates the large upfront payment and aligns their incentives more easily: vendors get more recurring revenue while customers are freed from having to host and maintain their own applications.

However, since subscriptions can be cancelled at any time, keeping customers happy and ensuring their needs are met throughout the relationship becomes a vital focus of the SaaS model. In an economic downturn like the one we are facing, the standard playbooks might not be enough and customer success teams will have to try new approaches to keep customers happy.

The first step to a sound strategy is measurement. The first tier of metrics is the top-line financial and customer satisfaction scores. Typically, these are easier to measure and track, and most founders have an idea of which direction they are going. They include:

- **Logo Retention** - A simple count of how many of your customers that were up for a renewal are resubscribing every year. Anything above 80% is good.

(EST.) MONTHLY VISITS: **15.1K**

(EST.) COVERAGE VIEWS: **5.55K**

DOMAIN AUTHORITY: **33**



2.5K



8

← BACK TO PREVIOUS



HOW TO ATTEND AN ONLINE CONFERENCE

WRITER Alex Theuma

♡ LIKES 0

🕒 EXPECTED TIME TO READ 4 min

Attending an online event feels novel for many but since the outbreak of COVID-19, it's becoming mainstream. As an organiser of in-person, and now online conferences, I have found that there is an art to attending and maximising an online event, which is quite different to the in-person experience.

At SaaStock we have hosted two major online events this year. Both were attended by thousands of people and we have another in October - SaaStock EMEA.

We study feedback and the engagement from our events, and from that, here is my advice for getting the most out of an online conference.

1. BE PREPARED

Twenty minutes before the event is due to begin, check you have the right link to get access to the event and whether you need to download or install any new tech or create a login. You don't want to encounter technical difficulties right as the event is due to start. Just like you'd check you have location details for a physical event to make sure you don't miss the beginning.

You should also make sure you have a strong WIFI connection. Look at the session you absolutely don't want to miss and even ask those you share wifi connections with if they can hold back on their wifi use during those times. These are exceptional times and wifi etiquette is fast becoming a new thing.

(EST.) MONTHLY VISITS: **15.1K**

(EST.) COVERAGE VIEWS: **2.16K**

DOMAIN AUTHORITY: **33**



2

Go-to-market fit – the formula for startups to go from surviving to thriving

Association of MBAs

MAY 15, 2020



(EST.) MONTHLY VISITS: **6.67K**

(EST.) COVERAGE VIEWS: **49**

DOMAIN AUTHORITY: **53**



3

Too many startups are missing a key step between product market fit and scaling, says Tae Hea Nahm. The secret to thriving is a repeatable process for finding and winning the same type of customers and this is the formula for unlocking growth

A

s a partner at Storm Ventures, I've been involved with the investment in more than 200 startups over 20 years. Being an applied math major, I can't help but look at each startup and try to spot patterns of success and failure.

I've observed one major challenge not identified by the popular startup literature.

Lots is written about the importance of finding product market fit (PMF) efficiently (lean startup, minimum viable product) and the importance of rapid scaling (blitzscaling). Both are important. However, my colleagues and I saw many B2B companies fail to scale after finding product market fit (PMF), despite making significant investments in sales and marketing and having happy customers. We realised that these companies missed a key step between PMF and scaling. I call it Go-to-market fit (GTMF).

◀ All Posts

How to email an investor you've never met - and get a response!

13 August 2020 | Fundraising, Latest Posts, Pitching Skills



How to email an investor you've never met - and get a response!

It might seem incredible that an unsolicited email from a startup founder to an investor they've never met could result in a response, let alone a multimillion-dollar deal, but it does happen. I know because we've made investments this way, including one of the most valuable companies in the Storm portfolio, which came to us through a cold email. In this post, I'll explain the qualities that can make a cold email successful—at least for me.

Target your email appropriately

If you're thinking about blasting out a mass email to every investor you can find an address for, you're wasting your own time, not to mention that of any potential investors. If I see a message that I can tell has been sent or Bcc'd to 3000 other investors, I'll probably delete it without reading, as I imagine you would too.

We all get a ton of email, and drawing from my own inbox as an example, I get a shocking number of emails from entrepreneurs who shouldn't have targeted me for whatever reason. For starters, it's no secret that my focus is B2B SaaS; if you're working on a life sciences or consumer product business, I wouldn't know how to build that business, and I'm certainly not the right fit. This advice isn't limited to a specific sector, either—it also applies to the stage of your business. If you're just a team with a prototype or an idea and no revenue, you need a seed investor who gets involved pre-revenue. Again, it's no secret that the seed stage isn't my game: Storm is generally looking for companies that have some early evidence of product-market fit in the form of revenue. There are many seed firms that want to be the first check into a business; if you're not at this stage, why target them with a note? No matter how great your email prose, you're not going to convince me to change my investment strategy. It's just not a great use of time.

Personalise your message

Now that you've reduced your investor list down from the entirety of all venture investors, you start to have more time to personalize your message. Don't try to *literally make it personal*; you don't know me, and I don't know you. However, you can tailor your message in a way that lets me know you've put a little work into convincing me to read on. The best bit of homework you can do

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(EST.) MONTHLY VISITS: **814**

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19



13

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How to deal with acquisition interest

9th April 2020 Business Know How, Entrepreneur



A lot has changed in the business world in the last month with the coronavirus pandemic. The guidance on how to deal with acquisition interest, however, remains the same. Ryan Floyd, founding Managing Director of Storm Ventures and host of the [Ask a VC Youtube Channel](#) tells us more...

My guess is that acquisitions will abruptly halt for some time until there's more visibility into the US and world economic outlook. In past downturns, many companies with solid balance sheets made the most of the downturn and aggressively made acquisitions. Many companies in today's environment have large cash reserves, so it would follow that many will execute the same playbook. Time will tell.

Any business that gets to \$15-20M in revenue inevitably attracts some acquisition interest. Getting acquisition interest can be extremely exciting but also distracting. If being acquired is on your radar, now is a good time to research potential investors and learn more about the process. As a VC, I've been involved in the funding of more than 200 startups over 20 years and here are my thoughts and advice for managing the process.

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9th April 2020



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Entrepreneur and Investor

APR 9, 2020

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How to respond to someone interested in buying your company

4th May 2020 Business Know How, Entrepreneur, Start-Up Skills



Part 2 in this series by author Ryan Floyd, founding Managing Director of Storm Ventures and host of the [Ask a VC Youtube Channel](#).

Over the last month, since Covid 19 really started to spread throughout the globe, the business world has been transformed and investments have slowed down dramatically. Lots of entrepreneurs and CEOs have been asking me what this means. The answer is complicated. VCs still have money they need to deploy and this might be a good time to prepare for meetings, albeit remotely. Here are the tips I would ordinarily give entrepreneurs.

If you're not interested in selling your company, you may not think it's worth your time to take the meeting, but at some point down the road, you *will* be interested in selling. Knowing what about your business excites a potential acquirer and how much value a 3rd party might place on the business is always a helpful data point to have. Plus, by engaging and taking the meeting, you'll be learning how to navigate the process for the future. Practice makes perfect.

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MAY 4, 2020

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275

DOMAIN AUTHORITY:

16

FUNDING

UNICORNS IN THE RAVINE:

Is Growth Losing Priority in Post-Pandemic Startup Funding?

From Airbnb to WeWork, the pandemic has rather embarrassingly revealed that when it comes to many growth-at-all-costs-orientated startups, the emperor has no clothes. But is this going to have an impact on how future funding is applied? **Lucy Ingham** hears from startups and VCs from across the global tech community to find out if it is time for a rethink of startup funding

JUL 16, 2020

(IMAGE 1 OF 2)

(EST.) MONTHLY VISITS: **134**

(EST.) COVERAGE VIEWS: **55**

DOMAIN AUTHORITY: **67**



15



20

From hyper growth to resilient growth

But growth can take many forms, and despite its lasting importance in startup funding, there is a sense that things are changing.

Arun Penmetsa, partner at Silicon Valley-based VC firm [Storm Ventures](#), argues that while growth is certainly not dead, there is “more emphasis on building resiliency in an organisation and to better understand the risk factors”.

“In the short term, companies are focused on preserving cash given the uncertain state of the recovery and fundraising environment,” he says. “I think that focus will continue for a while. In the long term, growth still is vital, especially since public markets are still valuing growth.”

“In the long term, growth still is vital, especially since public markets are still valuing growth.”

(EST.) MONTHLY VISITS: **134**

(EST.) COVERAGE VIEWS: **55**

DOMAIN AUTHORITY: **67**



15

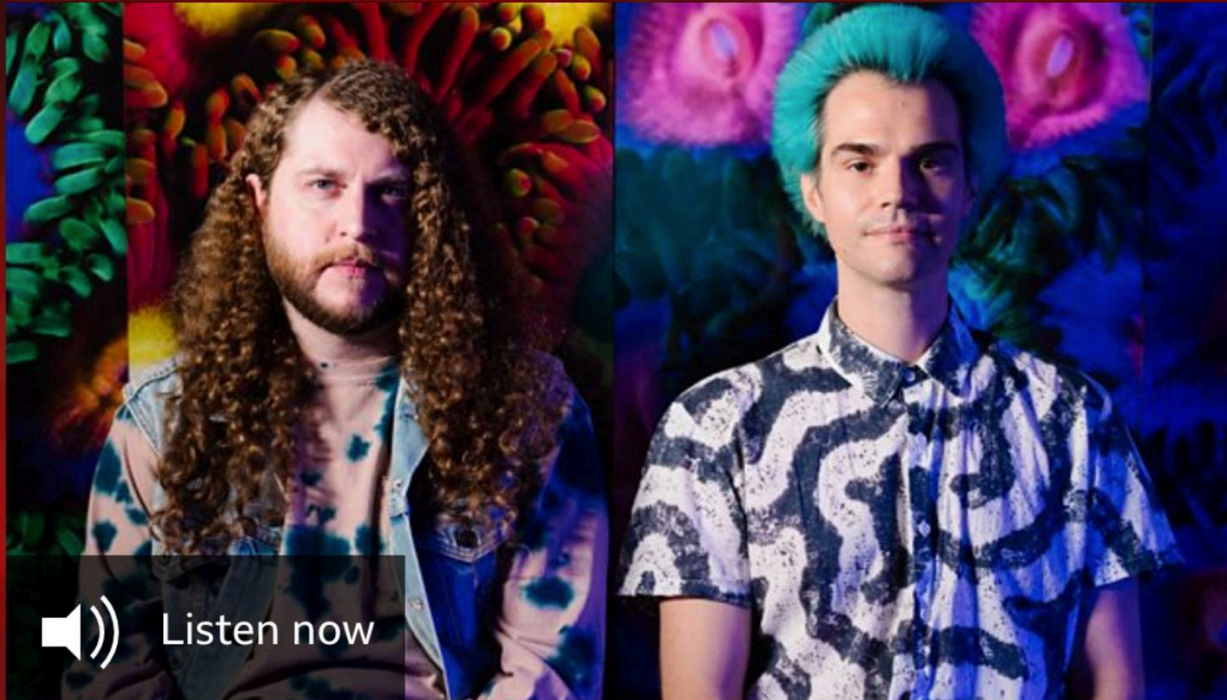


20

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 'Broadcast and Radio' is centered in the purple area.

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Colin Foord and Jared McKay are childhood friends with a passion for coral life. They created Coral City Camera, the world's first webcam streaming live from Miami's urban reef.

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450


5



BBC London News

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(EST.) MONTHLY VISITS: **627M**

(EST.) COVERAGE VIEWS: **376K**

DOMAIN AUTHORITY: **96**


14


3



Sky News - Ian King Live

SEP 6, 2019

(EST.) MONTHLY VISITS: **73.5M**

(EST.) COVERAGE VIEWS: **84.9K**

DOMAIN AUTHORITY: **92**



1



ITV News London

JUL 30, 2020

(EST.) MONTHLY VISITS: **19.7M**

(EST.) COVERAGE VIEWS: **28.8K**

DOMAIN AUTHORITY: **90**


360


15

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

Podcasts

The Digital Bulletin Podcast: Episode 8



Show Notes



May 14, 2020 - The Digital Bulletin Podcast presents debate, discussion and interviews on business technology's biggest stories. Host Ben Mouncer steers the ship with a panel of guests as they tackle themes around AI, data, blockchain and more.

This month Ben, Rom and James explore the theory that the coronavirus pandemic has accelerated digital

transformation initiatives and discuss the wider ramifications of the outbreak. They also look back on our Innovation Group case study, while Ben chats to SaaSStock founder Alex Theuma about a tech events industry turned on its head.

01:12 - The news round-up

02:27 - Coronavirus: a launchpad for technology change?

19:09 - Innovation Group: Bringing innovation to insurance

32:52 - Exclusive interview: Alex Theuma, founder and CEO of SaaSStock

(EST.) MONTHLY VISITS: **2.34K**

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340 — Alex Theuma

© June 5, 2020 Podcast



Podcast: [Play in new window](#) | [Download](#)

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Podcast Summary:

Alex led his team through a huge nightmare. COVID-19 prompted him to quickly change his entire in-person SaaS conference business model. And, wow, he and his team quickly turned their business into virtual conferences. In fact,

From Founder to CEO Podcast

JUN 5, 2020

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

(EST.) COVERAGE VIEWS: **251**

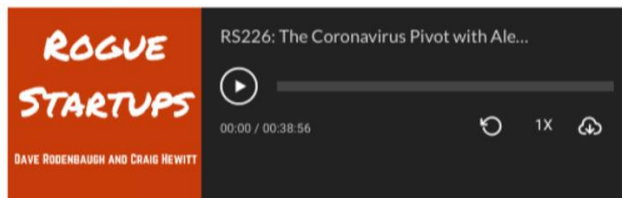
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9



RS226: The Coronavirus Pivot with Alex Theuma

August 20, 2020 by [podcastmotor](#) — [0 Comments](#)



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In this episode, Craig sits down with Alex Theuma (Founder and CEO of SaaStock). They go over conferences, the SaaS industry, and how the coronavirus is affecting everything.

Alex talks about the perks and pitfalls of online conferences. He summarizes some of the lessons when transitioning from in-person conferences to online conferences. They also chat about likelihood of burnout in the current state of the industry.

Alex Theuma is an entrepreneur who knows the value of shared knowledge from those in a similar sector. He believes it's his mission to share the newest ideas and connect the brightest minds in SaaS so everyone can benefit. Alex founded SaaStock with the goal of connecting a community of SaaS founders and investors in order to help SaaS companies get traction, grow and scale through SaaStock global conferences, local meetups, community, and content.

If you enjoyed the episode, please share this episode with

(EST.) MONTHLY VISITS: **184**

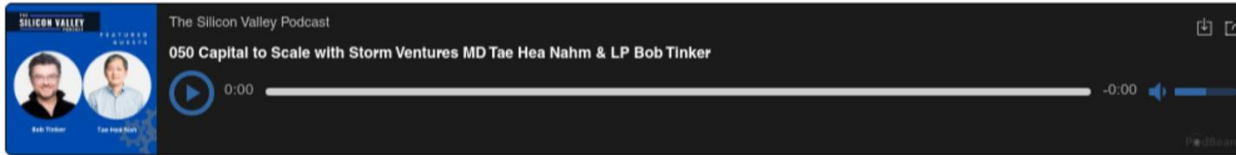
(EST.) COVERAGE VIEWS: **81**

DOMAIN AUTHORITY: **29**


7

050 Capital to Scale with Storm Ventures MD Tae Hea Nahm & LP Bob Tinker

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Tae Hea Nahm is co-founding MD of Storm Ventures, a Silicon Valley VC firm investing in tech start-ups all around the world. He's also a two-time author. His second book, *Survival to Thrival: Change or Be Changed* explores how all people in a startup – from the executive team to the CEO and the board – need to change their roles and skills as a company grows.

Bob Tinker is a three-time entrepreneur.

Most recently, he was the founding CEO of MobileIron, which in eight years grew from 'three people and a whiteboard' to over \$150M in annual revenue, more than 12,000 enterprise customers, and IPO in 2014. MobileIron was named the #1 fastest growing tech company from 2009-2013 by the Deloitte Fast 500. Before than Bob was VP Business Development for wireless pioneer Airespace, which was acquired by Cisco for \$450M in 2005.

In this episode, you'll learn:

- What are the 5 stages that a company goes through?
- How does one unlock growth in a company?
- What is the difference between the VC and the CEO perspective of the business?
- How can an investor's portfolio have synergy among the investments?
- Why are Korean startups ripe for investing right now?

(EST.) MONTHLY VISITS:

Data not available

(EST.) COVERAGE VIEWS:

Data not available

DOMAIN AUTHORITY:

10

Series 3, Episode #6 - Bob Tinker

May 20, 2020 by Rita Trehan



Three time entrepreneur and Author, Bob Tinker, chats with Rita about his journey to becoming a CEO, discusses the importance of team culture in an organisation and shares his top tips for building and hiring an effective team.

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1



Our own coverage

Media Interview with The Media Insider Podcast's Helen Croydon



By Andrew Strutt
14 May 2020



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From writing for every UK national paper from the Metro to the Times, to working in broadcast journalism at ITN and in radio too, Helen Croydon has a wide variety of experience in the media industry. She has also found the time to author three books during her nearly 20-year career.

In January 2019, Helen decided to leave journalism to set up her own PR company, [Thought Leadership PR](#), to use her experience of the media to get others into it and in July last year started the [The Media Insider Podcast](#). Each episode features a commissioning editor from across print, digital and broadcast journalism and has featured the likes of Charlie Lindlar from HuffPost and ITV News head of planning Richard Pollins. It helps journalists and PRs understand how these publications work in terms of commissioning pieces and the best time and way to pitch.

What were your reasons for wanting to start the podcast?

As a former journalist, what makes a story has been engrained in me. I can scan a long email or listen to a complicated concept and can (usually!) quickly get a feel for how best it can be used, for example as a news story or feature, etc. Making the transition from journalism to PR, I realised how much I take this for granted.

(EST.) MONTHLY VISITS: **78.4K**

(EST.) COVERAGE VIEWS: **455**

DOMAIN AUTHORITY: **64**



37



6

How To Create A (Successful) Podcast Channel? 20+ Expert Tips

2020-08-16 2020-09-29 Admin Articles Quicklinks



[How To Create A \(Successful\) Podcast Channel? 20+ Expert Tips](#)

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How do you start a podcast?

Creating a podcast is a great way to increase your brand visibility, to share your knowledge or to get to talk to interesting guests and share your conversations with the world, and is even one of the many ways to [make money online](#) through free digital marketing strategies by getting a large enough audience, although most successful podcasts were created with a clear mission and passion for what they are doing, before trying to monetize their creations.

But how to create a podcast and become successful with it? While my own podcast, [International Consulting podcast](#) is based on talking about topics I'm interested in regarding international business matters with interesting guests that have something to teach me, and hopefully will interest other persons that myself, and share the podcast video on Youtube, the podcast audio on [Anchor.fm](#) for free that will itself share my podcast on other services such as Spotify, PocketCasts, Breaker, RadioPublic, Google Podcasts, and Apple Podcasts, and the audio transcript on my websites to reach a larger audience through search engine organic traffic, other experts have different opinions.



[International Consulting Podcast](#)



[International Consulting videocast](#)

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- [International Consulting podcast on Anchor.fm](#)
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- [International Consulting podcast on PocketCasts](#)
- [International Consulting podcast on Breaker](#)
- [International Consulting podcast on Radio Public](#)
- [International Consulting podcast on Google Podcast](#)

Nevertheless, most of these opinions have one thing in common, that it is important to be consistent and to care about podcast quality, above all matters.

What is your own podcast? Let us know in comments and tell us which expert tip helped you the most.

What is your ONE tip to create a great and successful podcast?

Ybierling

AUG 16, 2020

(IMAGE 1 OF 2)

(EST.) MONTHLY VISITS: **17.3K**

(EST.) COVERAGE VIEWS: **3.89K**

DOMAIN AUTHORITY: **23**

9

8

2

Helen Croydon, The Media Insider: start a podcast because there is a gap for your knowledge

Start a podcast because there is a gap for your particular knowledge or angle. Many people start a podcast just because they want a platform to talk generally about their expertise. But the digital market is so saturated you need a consistent and unique format which your audience derives value from. For example, if you are a careers coach, don't just talk about general career issues. There are already loads on the market for that. Could you interview CEOs about their best hiring stories?

I started my podcast, The Media Insider with a clear idea of what I wanted to create – interviews with editors and journalists to talk through the regular 'slots' in their publications and what makes a story to fit them. I don't want them to talk about media trends, or their personal careers – there are loads of chat-based media podcasts out there already for that. I wanted to create practical media pitching advice because there was a gap for that.



Helen Croydon is founder of Thought Leadership PR, specialising in raising personal profiles of CEOs, entrepreneurs, authors and academics. She is a former journalist with a 15 year media career, and a three-time author. She hosts The Media Insider

Podcast, featuring interviews with commissioning editors and journalists about what makes a story.

[Helen Croydon](#)

(EST.) MONTHLY VISITS: **17.3K**

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