

Why startups suck at communication



Why startups suck at communication


BIG TIME



P A R E N T A L

A D V I S O R Y

E X P L I C I T S W E A R I N G



No Social Media - PR - Community manager
GURU was harmed in the making of this deck.

The **Fail Whale** Human Association
monitored the social media action.



YOUR HOST



YOUR HOST

can't remember who this was...



HELLO MY NAME IS:



Alex Barrera
@abarrera

inkzee



TETUAN VALLEY

okuri
building companies



PRESS **42**







e-innovacion



PAY TO THE ORDER OF The winner of Start With E-innovacion contest

24.09.2010

10 000 EUR

THE SUM OF Ten Thousands Euros





x86 version

e-nnovation 2010

PAY TO THE
ORDER OF

THE
SUM OF

e-nnovation
e-commerce

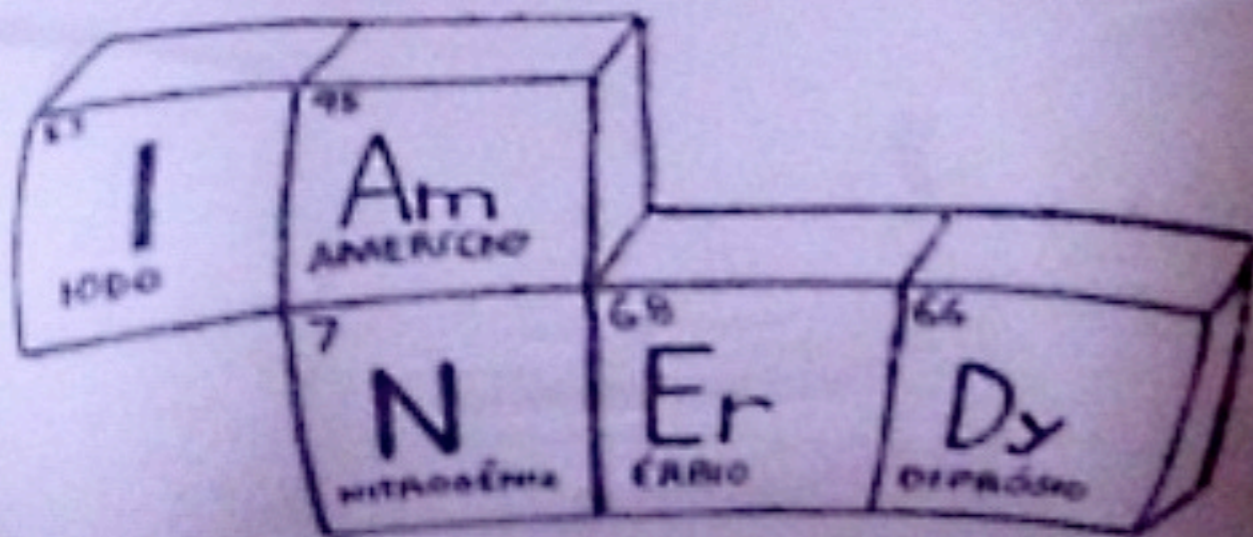
e-nnovation
e-commerce

NERD





NERD RELOADED



SEXY NERD

GEEK



VERY GEEK





GEEK WARS

Source: Slave Leia Appreciation Society





BAT CAVE

**THIS AREA
OBSERVED BY
COMMUNITY WATCH
CITIZENS**



I HAVE BOUNDARY ISSUES

panic(cpu 1 caller 0x001A8C8A): Kernel trap at 0x41414141, type 14=page fault,
registers:

CR0: 0x80010033, CR2: 0x41414141, CR3: 0x0144f000, CR4: 0x00000660
EAX: 0x00000000, EBX: 0x41414141, ECX: 0x020dc07c, EDX: 0x020dc07c
CR2: 0x41414141, EBP: 0x5b2ce788, ESI: 0x00000004, EDI: 0x071a5a80
EFL: 0x00010206, EIP: 0x41414141, CS: 0x00000008, DS: 0x00000010

```
u_int8_t kshellcode[] =
    "\x5f\x90\xeb\x28" // rlwnm / pop %edi, nop, jmp *intel_code
    "\x3c\xa0\xde\xad" // lis r5, 0xaabb
    "\x60\xa5\xbe\xef" // ori r5, r5, 0xccdd
    "\x80\xc5\xff\xa8" // lwz r6, -88(r5)
    "\x80\xe6\x00\x48" // lwz r7, 72(r6)
    "\x39\x00\x00\x00" // li r8, 0
    "\x91\x06\x00\x4c" // stw r8, 76(r6)
    "\x91\x06\x00\x50" // stw r8, 80(r6)
    "\x91\x06\x00\x54" // stw r8, 84(r6)
    "\x91\x06\x00\x58" // stw r8, 88(r6)
    "\x91\x07\x00\x04" // stw r8, 4(r7)
    "\x8b\x1d\xdd\xcc\xbb\xaa" // mov 0xaabbccdd,%ebx
    "\x8b\x4b\x08" // mov 0x8(%ebx),%ecx
    "\x31\xc0" // xor %eax,%eax
    "\x89\x41\x0c" // mov %eax,0xc(%ecx)
    "\x57" // push %edi
    "\xc3" // ret
```

31337

MADISON AV

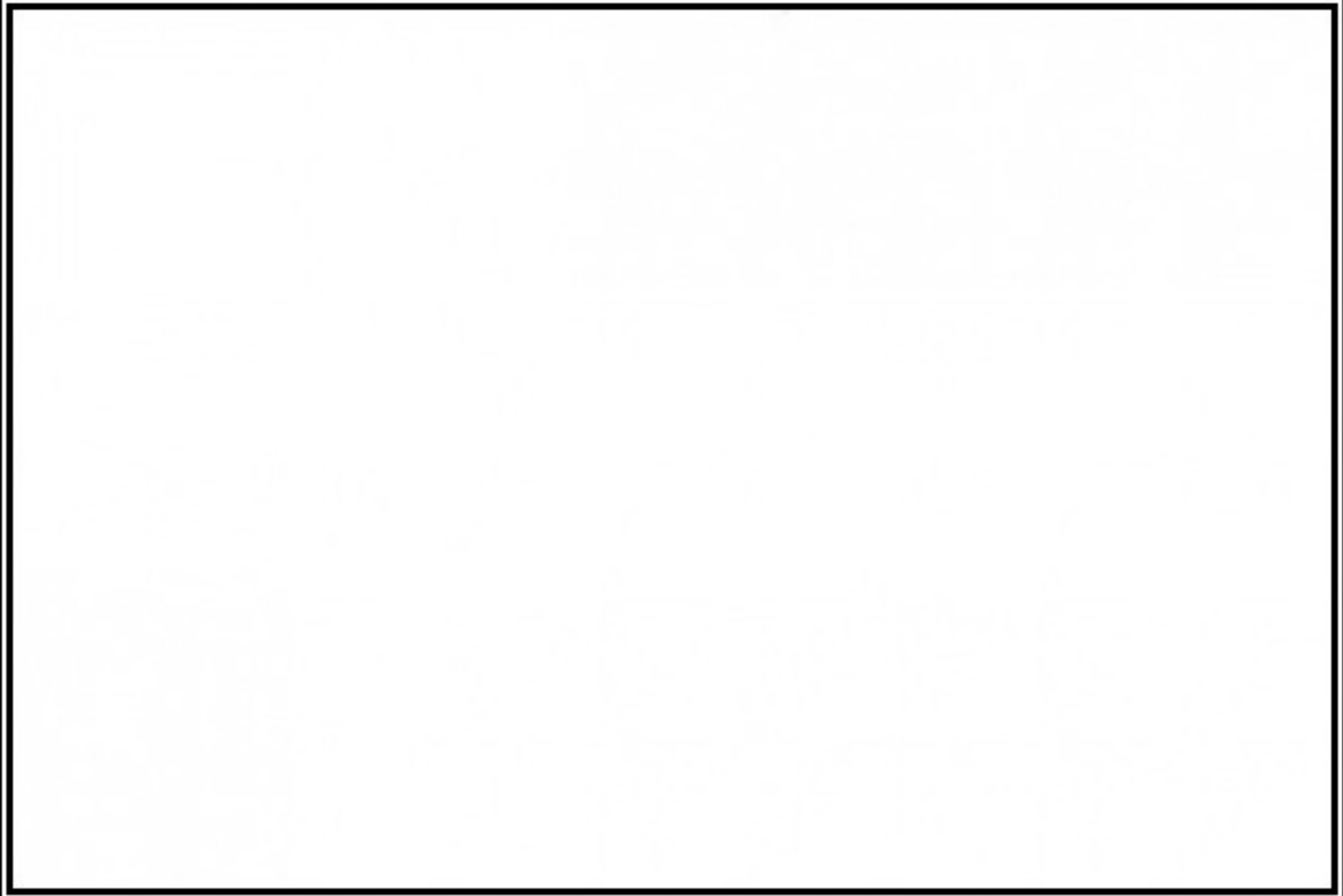






Huh? Inter what?





PROCRASTINATION

I'll find a picture for it later.

Problems

```
*** STOP: 0x0000001E (0x00000000)
Unhandled kernel exception

D11 Base Date stamp
80100000 2be154c9 - ntdll
80258000 2bd49628 - ntdll
80267000 2bd49683 - ntdll
fa800000 2bd49666 - ntdll
fa820000 2bd49676 - ntdll
fa840000 2bdaab00 - ntdll
fa860000 2bd4966f - ntdll
fa880000 2bd9c0be - ntdll
fa8a0000 2bd4a4ce - ntdll
fa8c0000 2bd496c3 - ntdll
```



m.sinjela



They don't listen!!





she
said
potato

...





SOLUTION: *No time!!*

*Elevator
pitch
baby!*

For the world



A close-up photograph of a white soccer ball with a red and white floral pattern on its surface. The ball is resting on a brown, textured surface, possibly a piece of wood or bark. The text "The Wilson axiom" is overlaid on the right side of the ball.

The Wilson axiom



TIC TAC BRANDING

PR from Day 1



Luck Surface Area Equation

$$L = D * T$$

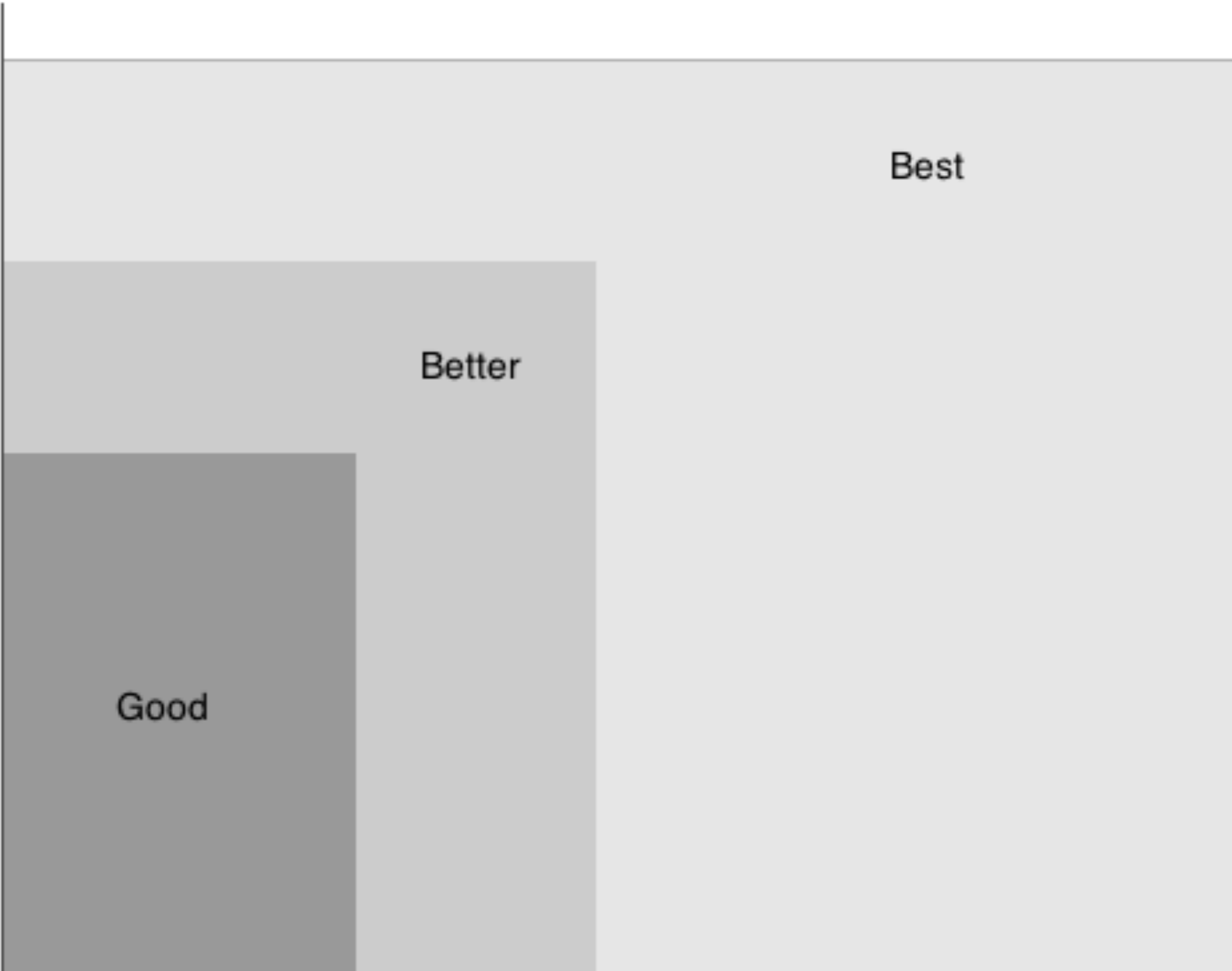
Doing

Good

Better

Best

Telling



Everyone hates something...





Multi-Tasking
Woman
is redundant.

Today's Priorities

Multi-Tasking
Woman
is redundant.

Multi-Tasking
Woman
is redundant.



SOLUTION: *Nothing to say*

THE GET'S EASY? PARADOX





**ROCKET
SCIENTIST
POPULATION
6 BILLIONS**



PR CHOP SUEY

The feature



The feature

Why?



The feature

Why?

People involved?



The feature

Why?

People involved?

Metrics?



The feature

Why?

People involved?

Metrics?

History?



The feature

Why?

People involved?

Metrics?

Competition?

History?



Flood

**ROAD
CLOSED**



SOLUTION: *No answer*



THE BINARY CONJECTURE



Brands

ARE

relations

Lend me some sugar... I am your neighbor





Square peg in round hole theorem

KNOW YOUR ENEMY!







Cobol App!!



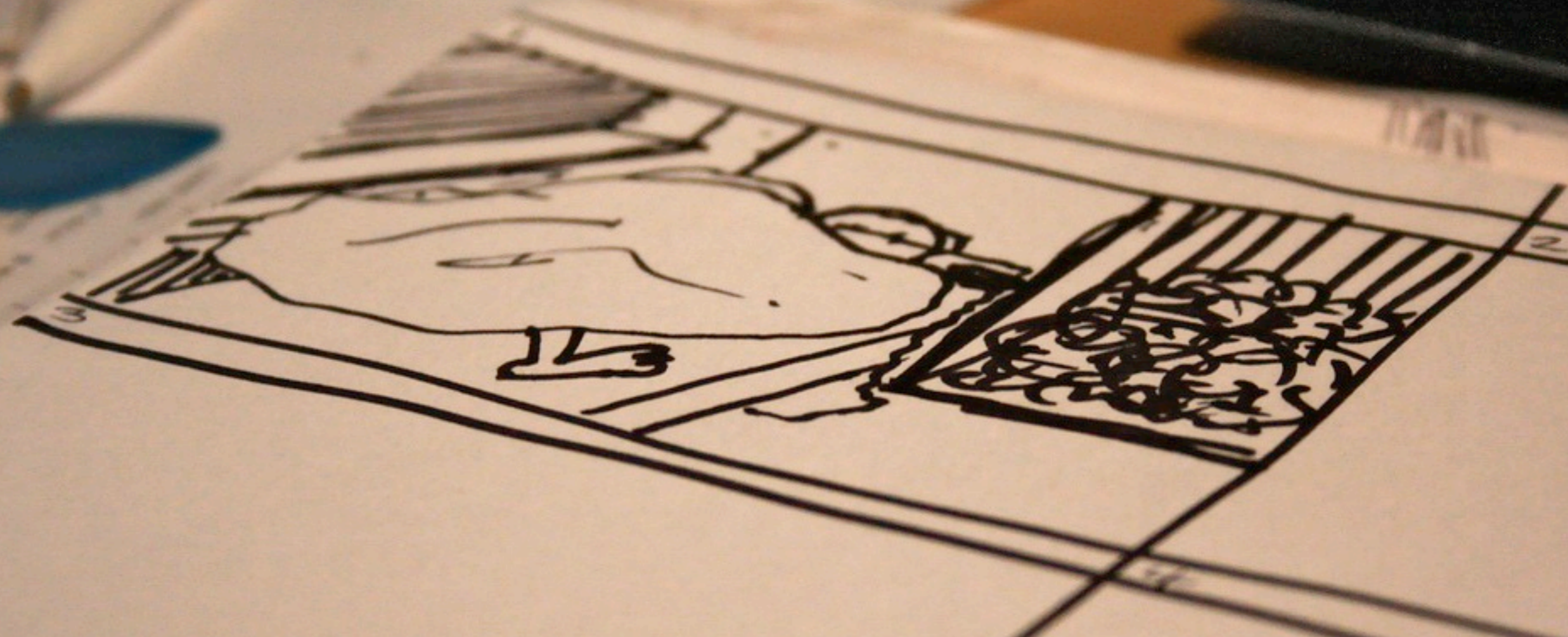


THE
BORING
TAUTOLOGY

NO ANSWER

ONLY

No story
No press release



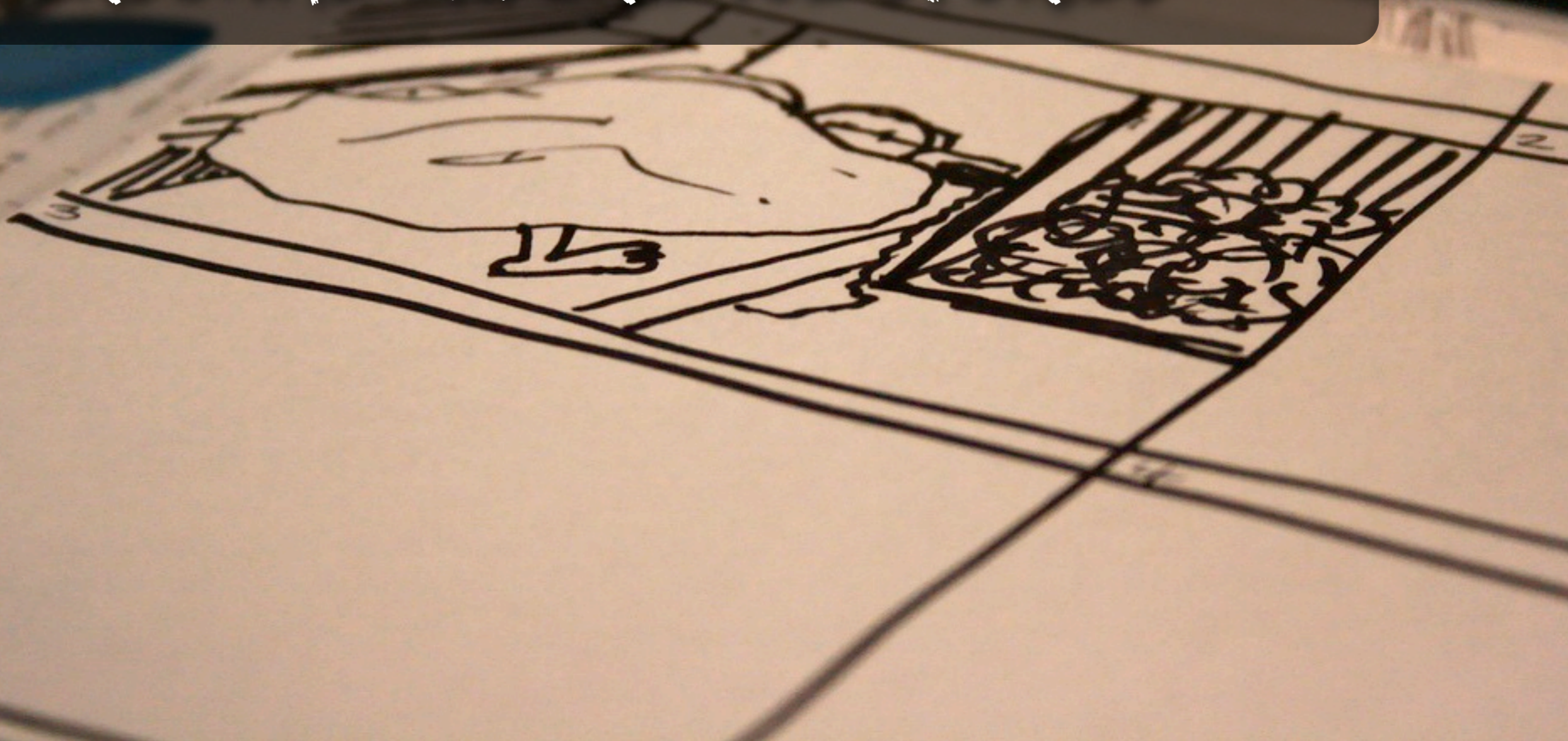
WHAT WOULD YOU WANT TO READ?

PROBLEM - SOLUTION STORIES



PROBLEM - SOLUTION STORIES

PERSONAL EXPERIENCE STORIES



A hand-drawn sketch of a person's face is centered on a grid background. The sketch is drawn with black ink and shows the outline of the face, including the eyes, nose, and mouth. The grid lines are thin and light-colored. The overall image has a warm, slightly blurred aesthetic.

PROBLEM - SOLUTION STORIES

PERSONAL EXPERIENCE STORIES

WOW STORIES

A hand-drawn sketch of a person's face is centered on a grid background. The sketch is drawn with black ink and shows the outline of the face, including the eyes, nose, and mouth. The grid lines are thin and light-colored. The overall image has a warm, slightly blurred aesthetic.

PROBLEM - SOLUTION STORIES

PERSONAL EXPERIENCE STORIES

WOW STORIES

DATA / METRICS STORIES

Marketing the marketers





If I don't
know you

I won't write
about you

*Flood
the
environment!*



*Flood
the
environment!*

WARNING!

Don't push it
to me



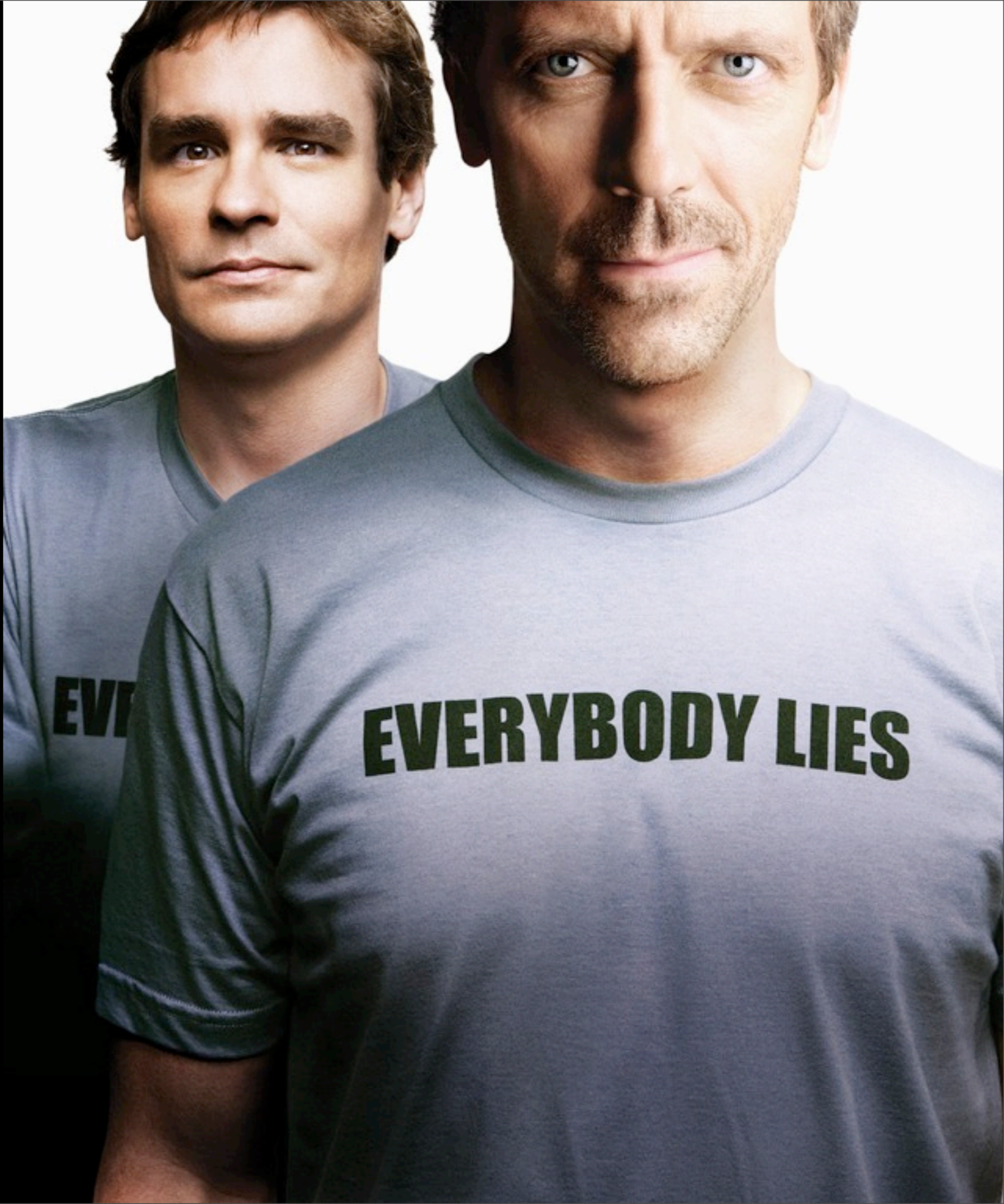


SOLUTION: *Potato or Potato*



**ROCKET
SCIENTIST
POPULATION
6 BILLIONS**

**TRUST ME,
they
don't get it!**



IT'S

OUR



FAULT

~~NOSQL~~

~~iOS~~

~~Scalability~~

~~AWS~~



The Tetuan Valley Chronicles



Good or bad, always works!

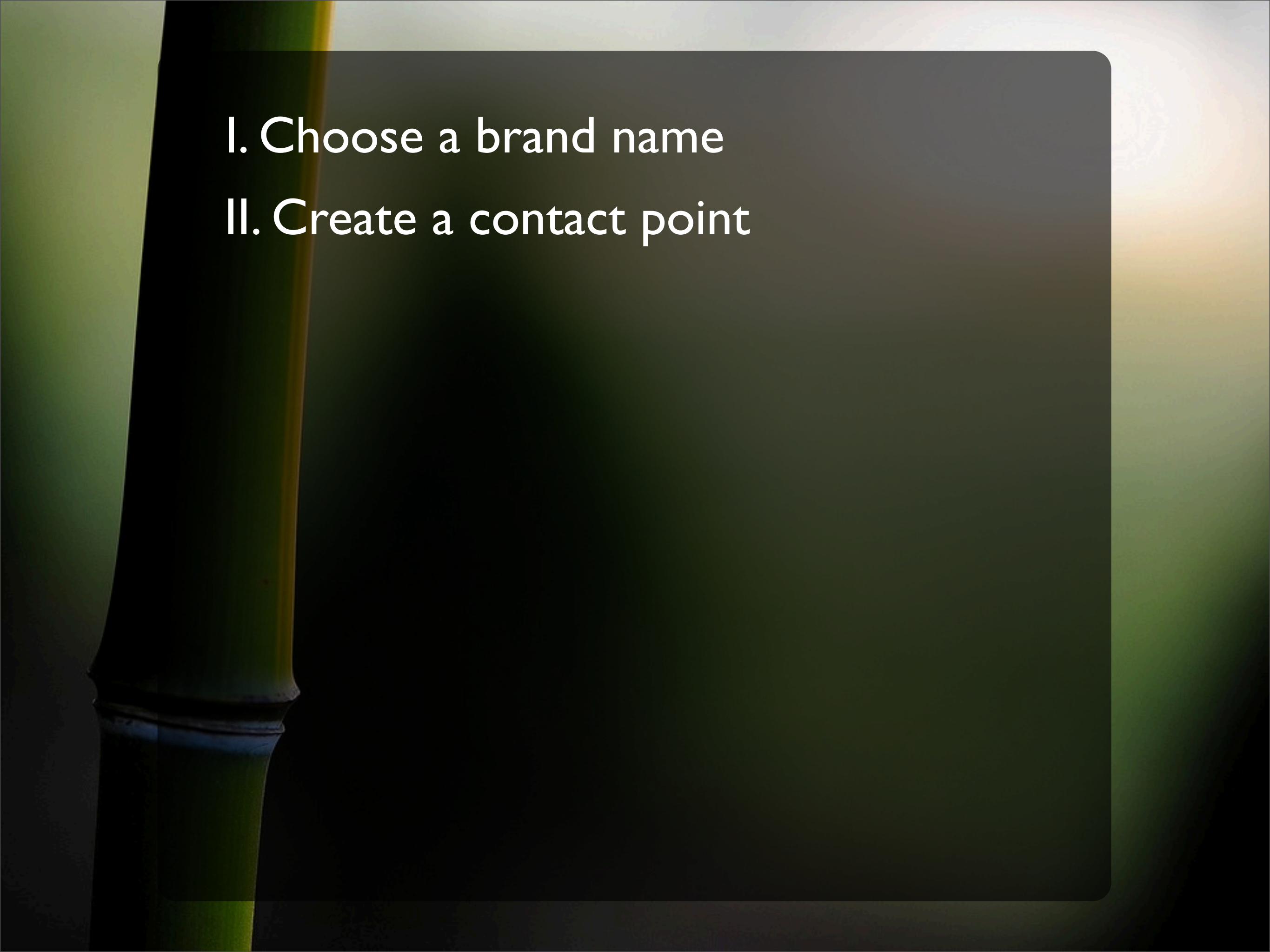


Be water...



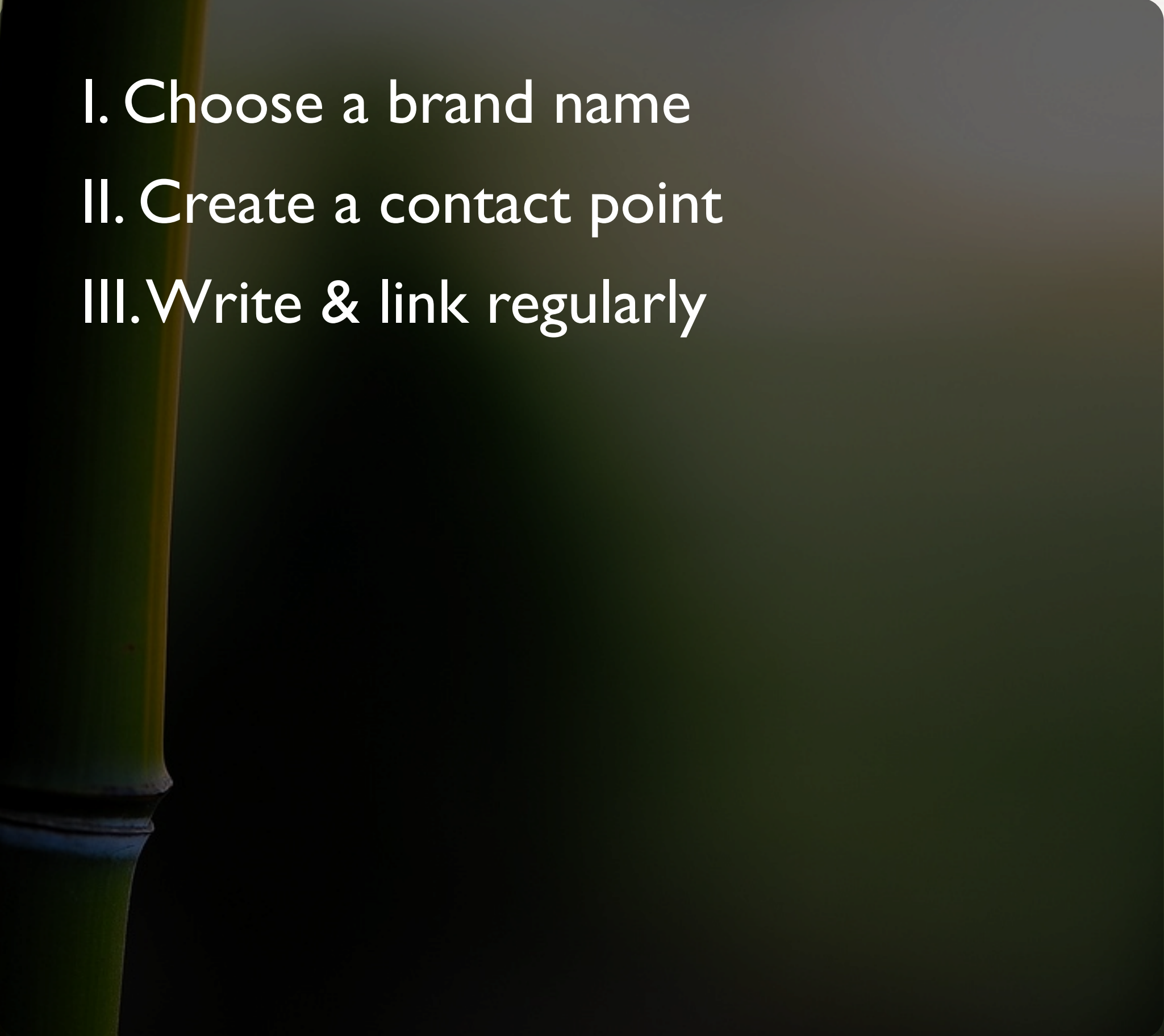
10 steps of PR epiphany

I. Choose a brand name



I. Choose a brand name

II. Create a contact point

- 
- I. Choose a brand name
 - II. Create a contact point
 - III. Write & link regularly

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- IV. Always ask: Can I tell a story?

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- VIII. Don't spam, it will come

- I. Choose a brand name
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- III. Write & link regularly
- IV. Always ask: Can I tell a story?
- V. Know your enemy
- VI. Network like mad (Balace!)
- VII. Be creative
- VIII. Don't spam, it will come
- IX. Be true

X. JUST DO IT



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alex@press42.com (@abarrera)

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X. JUST DO IT

Think different

Feb 24th 1955 - Oct 5th 2011



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