



Credentials and experience

TRANSATLANTIC

WHO WE ARE

We're a global communications consultancy working with fast-growth businesses that want to **change the world**.

For over a decade, we've helped the world's most ambitious startups and VCs to engage global audiences, connect with strategic partners and accelerate growth.

Today we are helping the next generation of founders disrupt categories, reimagine products, and invent the future.

We believe our intellectual power, incredible connectivity and speed of delivery make us a unique proposition in a changing marketing landscape.

OUR MISSION

To be the **most trusted PR partner** to the technology startup and scaleup ecosystem.

PARTNERING TECHNOLOGY GAME-CHANGERS

It's noisy out there. The companies building the future need more than great technology – they need a voice. That's where we come in.

From healthcare breakthroughs to retail transformation, designing revolutionary new materials to building quantum computers, we work with visionary founders to tell their stories and make people listen.

We take what's complex and make it clear. We help our clients find messages that will resonate, sharpen their proposition, and put it in front of the right people – investors, customers, the media, the world.

Since 2015 we've supported hundreds of companies that have raised \$ billions between them. We've worked across scores of industries – healthcare, finance, retail, law, supply chains, deeptech and beyond.

We understand the tech landscape. We see the direction of travel. And we help our clients stay ahead, shaping the conversation instead of chasing it.

TRADITIONAL AGENCIES STRUGGLE TO SUPPORT FOUNDERS

- ▶ Larger agencies **charge too much** and work to their timeframe, not yours.
- ▶ Smaller agencies **lack strategic resource** and don't have the connections you need to grow.

AT **TRANSATLANTIC**, WE FOCUS ON:

- ▶ Story
- ▶ Fame
- ▶ Rolodex

the key ingredients you need right to fast-track market growth and profitability.

WHAT WE DO

STORY

By deep-diving into your business, audiences and market, we're able to uncover what makes you different and bring this story to life through your communications.

Other agencies take months to go through this process. We do it in weeks.

From upfront brand strategy and narrative development to ongoing thought leadership content and keynote speech creation, we'll show you how to tell your story with precision, clarity and creativity across every marketing and communications channel.



WHAT WE DO

STORY



**Narrative
development**



**Brand
positioning**



**Tone of
voice**



**Messaging
workshop**



Website copy

WHAT WE DO

FAME

Fame is about more than being seen or heard. It's about impact – reaching the right audience with a message that resonates.

We deliver high-impact PR campaigns through the channels that make the most sense for your business – from media relations and influencer outreach to talent and partnerships.

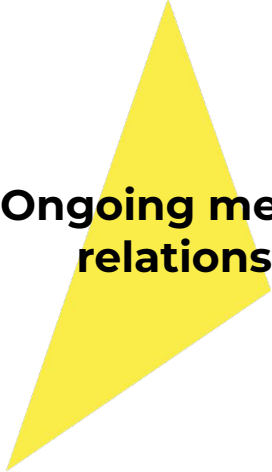
We get your message through to the prospective customers, investors, partners or stakeholders that matter the most to you. And we leave them with a lasting, positive impression.

WHAT WE DO

FAME



Fundraises



**Ongoing media
relations**



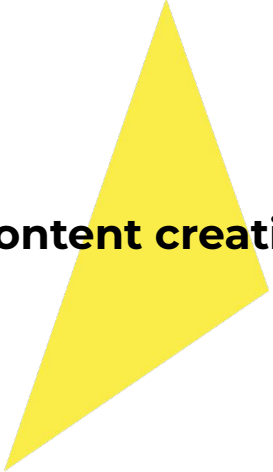
**Data-driven
campaigns**



**Thought
leadership**



**Executive
profiling**



Content creation

THE MEDIA RELATIONS JOURNEY

- **Story:** we get your messaging and positioning in shape for launch
- **Strategy:** we deliver a clear comms roadmap to make your business famous
- **Launch:** we execute a high-impact media moment - e.g. a raise story - to introduce your brand to the world
- **Ongoing:** we run a hard-working 24/7 press office to maximise your media momentum & visibility
- **Expansion:** we provide additional market support and broader PR tactics/campaigns as you grow

WHAT WE DO

ROLODEX

In today's sprawling and complex global marketplace, your network is the key that unlocks opportunity.

We're connectors in the spirit of Lois Weisberg, the legendary Chicagoan famed for her ability to bring together people from different worlds.

Whether you seek investors, sales leads, marketing expertise, or strategic talent, we've built a powerful network singularly focused on bringing value to our clients.

By plugging our "rolodex" into our clients' ambitions, we give them the connectivity they need to drive momentum and growth.



MEET THE TEAM



CEO
Gideon Joseph



MANAGING DIRECTOR
Oonagh Barrington



HEAD OF STRATEGY
Tom Kirkham



DIRECTOR
Victoria Holden



DIRECTOR
Hannah Platt

AN APPROACH SPECIFICALLY FOR FOUNDERS



Action-oriented

Because founders need results, not frameworks



Common sense pricing

Because every startup has its own unique set of needs



Speed & precision

Because founders have multiple priorities to juggle and limited availability



A network of specialists

Because founders need experienced consultants and high-level connectivity

RADICAL TRANSPARENCY

We believe that the best way to serve the ecosystem is to tell the truth and always offer our honest perspective. We call it **radical transparency**.

1. We'll be clear about what we can and can't do
2. We'll tell you if we think the brief is wrong or an idea won't land
3. We'll never try to sell you services we don't think you'll need
4. We'll pass if we think there's a better fit for you elsewhere
5. We'll front up if we make a mistake or miss an opportunity
6. We'll tell you if something isn't working – we never carry on regardless
7. We'd sooner leave early on good terms, than leave late on bad terms

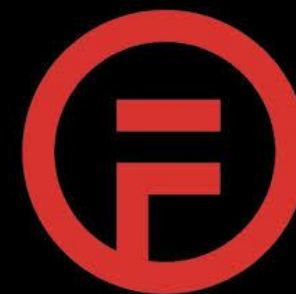
Our work



CuspAI is a UK startup that makes algorithms for designing new materials. Transatlantic announced its \$30m seed round making it one of the hottest funding stories of 2024.

With supportive quotes from the Godfather of AI, Geoffrey Hinton, chief AI scientist at Meta and an impressive range of investors led by Hoxton Ventures, we secured an exclusive with Bloomberg, followed by articles in TechCrunch, Sifted, Fortune, City AM, London Evening Standard, Wall Street Journal and Het Financieele Dagblad and ANP in the Netherlands, equalling a total of 56 pieces worldwide.





Transatlantic was approached by filmmaking technology company Flawless to hone its story, refine its brand personality, and raise awareness of its AI-empowered creative tools for filmmakers with leading tech and business media on both sides of the Atlantic.

In addition to establishing a hard-working press office in both the UK and US, we've also devised new brand and product messaging, established a clear and consistent tone of voice and drafted a new corporate narrative for Flawless, as well as providing ongoing strategic counsel to the CMO and wider leadership team.

CLIMATE X

Transatlantic was approached by London-based climate risk analytics company, Climate X, to announce its Series A funding round and raise awareness of its mission to help institutions manage climate risk. Following the success of this initial project, Transatlantic established a dedicated UK and US press office, mining the company's data for headline-grabbing data stories, and securing thought leadership and profile placements to elevate the visibility and expertise of Climate X's talented founding team.

Through proactive media outreach, we've forged strong new relationships between Climate X and key media at tier 1 outlets such as Bloomberg and the Financial Times. Additionally, Transatlantic continues to position Climate X and its Spectra platform as a vital resource for journalists covering the increasingly urgent topics of climate change and climate risk, and their numerous impacts across a broad range of sectors.





Transatlantic has worked with Checkout.com to deliver the company's global performance updates to tier one business media, shape the messaging around its planned US expansion, and help the business tell a consistent, compelling story to investors, partners and customers worldwide.

Most recently, we transformed Checkout's annual Peak Season research into a consumer-facing media moment. Centring the story on the rise of agentic AI in eCommerce, we developed a report designed to make headlines and built a multi-track media strategy tailored to retail, tech, business and national news. The campaign delivered standout results, including an exclusive with Mail Online, an interview with Times Radio, and features across The Independent, The Sun and The Mirror, reinforcing Checkout's authority as a leading voice on the future of AI in retail.

ZERO100

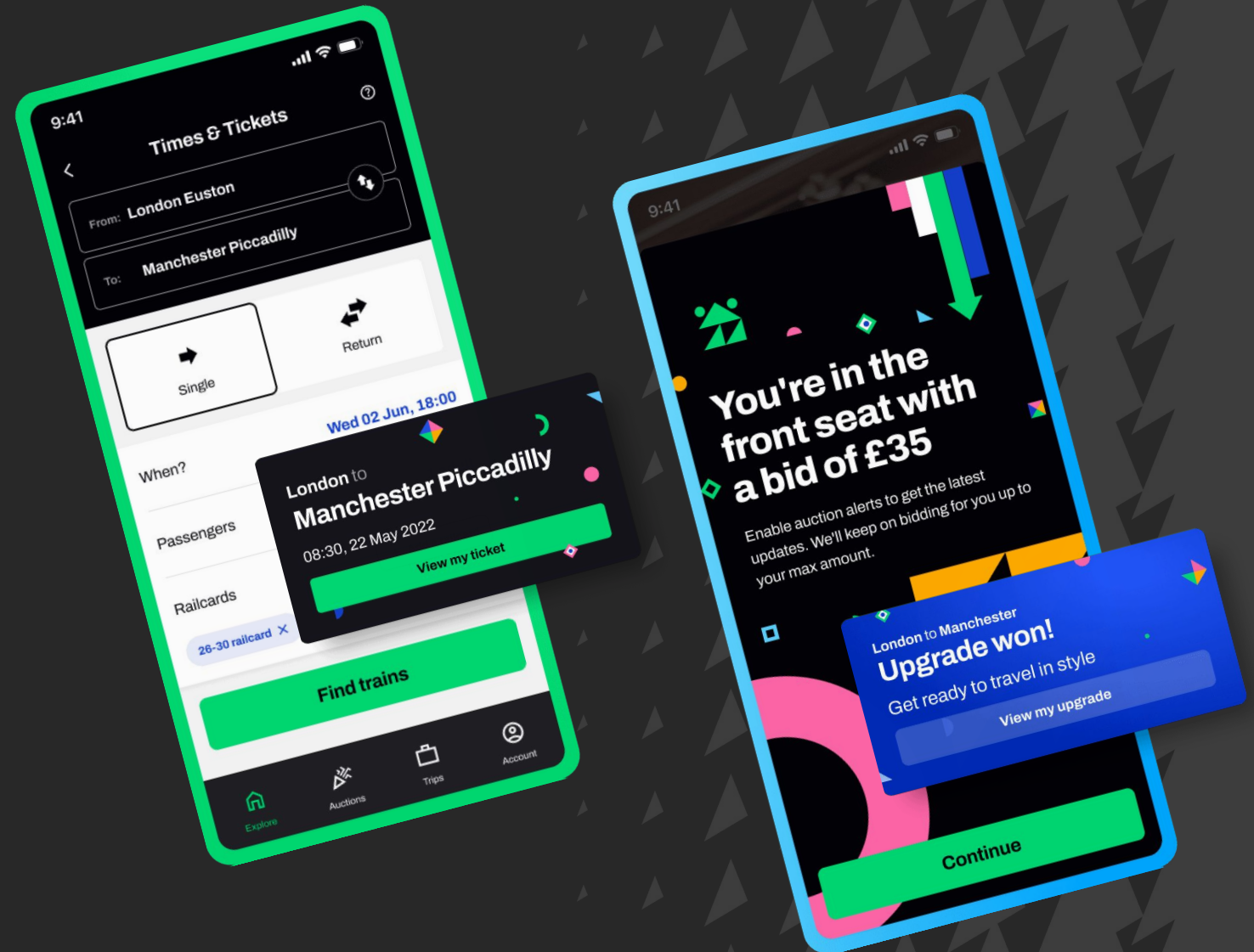
Transatlantic has partnered with Zero100, a supply chain intelligence company which counts the likes of Walmart, Estée Lauder and Unilever as its members.

After delivering a compelling narrative to help communicate its story clearly and consistently across every channel, Transatlantic now runs a hard-working US and UK press office, packaging up its insights in a way that maximises media appeal.



SEATFROG

Transatlantic handled Seatfrog's B2B and B2C press office, positioning the money-saving travel app as the future of UK train travel. We regularly secured widespread, high impact coverage across national media such as BBC's CEO Secrets, the Times, Mail Online and Sky News for investment news, founder profiling, reactive news commentary and money-saving features.





Corti is transforming healthcare by enhancing patient interactions through AI. As the company expands into the UK, Transatlantic is building its brand presence through founder profiling, news generation and thought leadership content in top-tier publications. Our strategy is helping position Corti as a key player in the future of AI-driven healthcare.



olio

Transatlantic has supported throughout its journey from London food waste startup to leading free sharing app with 7 million users in more than 60 countries.

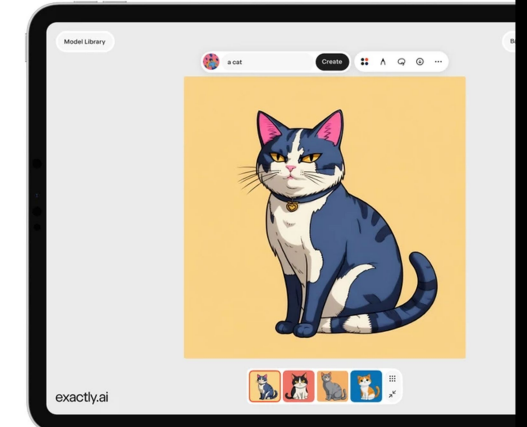
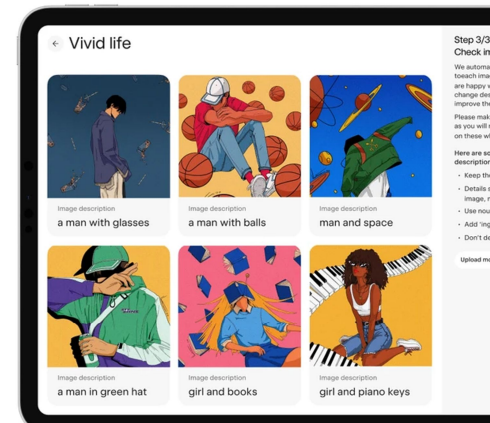
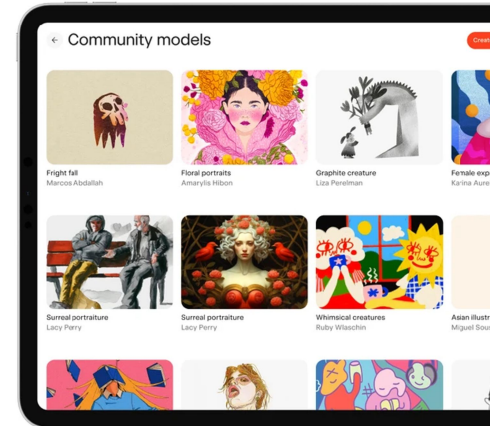
We ran a global consumer press office, worked on high impact B2B campaigning to reduce supermarket food waste, drove investor interest during its massive Series B fundraise and led the evolution of Olio's narrative as it began to embrace non-food sharing on its platform.



exactly.ai

Proving that AI can be a force for good within the creative industries, exactly.ai is a new platform helping commercial artists monetise their work using personalised generative AI models.

We helped launch the brand by announcing its Seed round with an exclusive piece in TechCrunch, followed by coverage in a wide range of tech, business and creative industry titles. We then kickstarted a busy press office focused on raising the profile of exactly's founder, and creative story-telling to entice new artists to join the platform.



eza

Transatlantic is supporting full-body cancer screening company Ezra as it launches its first UK clinic in London, securing high-impact national coverage that introduces the brand to a mainstream audience and positioned it as a leading name in preventative health.

Coverage highlights included The Times, with columnist Robert Crampton documenting his own scan and calling it “the most comprehensive MOT imaginable,” and the Daily Mail, which explored how Ezra is helping Britons take proactive control of their health.



Rank

Score

COMPANY	SCORE	 TALENT Capability & Development	 INNOVATION Research, patents, ventures, ecosystem	 LEADERSHIP in public communications and strategy	 TRANSPARENCY of responsible AI activities
JPMorganChase	1	2	1	3	1
Capital One	2	1	3	14	14
Royal Bank of Canada	3	6	2	8	10
Wells Fargo	4	4	5	36	8
CommBank	5	7	12	2	5
UBS	6	3	18	15	15
HSBC	7	15	9	5	3
Citigroup	8	5	7	13	43
TD Bank	9	10	8	20	16
Morgan Stanley	10	18	4	17	42
Goldman Sachs	11	13	6	27	37
BNP Paribas	12	12	14	6	21
BBVA	13	8	20	7	26
BNY	14	20	13	10	11
Bank of America	15	11	11	18	20
DBS	16	21	50	1	7
ING	17	9	19	9	24
NatWest	18	16	23	16	9
Standard Chartered	19	31	15	11	2
Scotiabank	20	22	36	22	4
Société Générale	21	17	30	23	29
CIBC	22	29	28	24	6

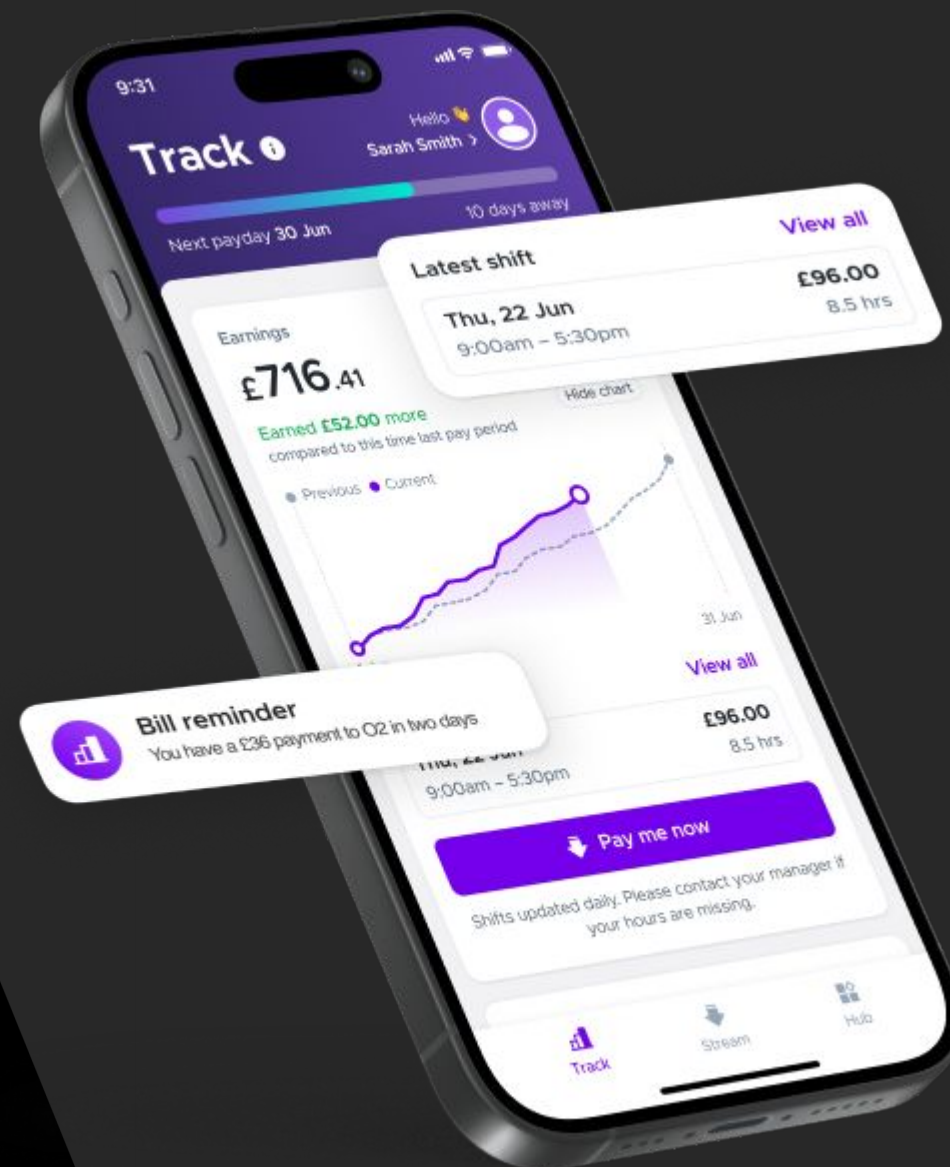
EVIDENT

AI intelligence platform, Evident, first engaged Transatlantic to craft a compelling corporate narrative and launch its groundbreaking research into banking AI adoption with the global news media. Since then, we have been at Evident’s side every step of the way, handling ongoing press office enquiries and sharing its data with the world. With our most recent Evident AI Index story, we generated a 2.3x increase in website visitors, grew the company's LinkedIn following by 20% in a single week, and doubled the speed to 1,000 report downloads, compared to 2023.



Financial wellbeing provider, Wagestream, led the payroll revolution by creating a way to let employees access their pay before payday.

However, telling its story and differentiating the proposition from the murky world of payday loans was a challenge, so Wagestream approached Transatlantic to develop a powerful new narrative and messaging framework for the brand, emphasising the virtues of its proposition in improving peoples' financial resilience – a positioning that has been at the heart of Wagestream's communications strategy ever since.

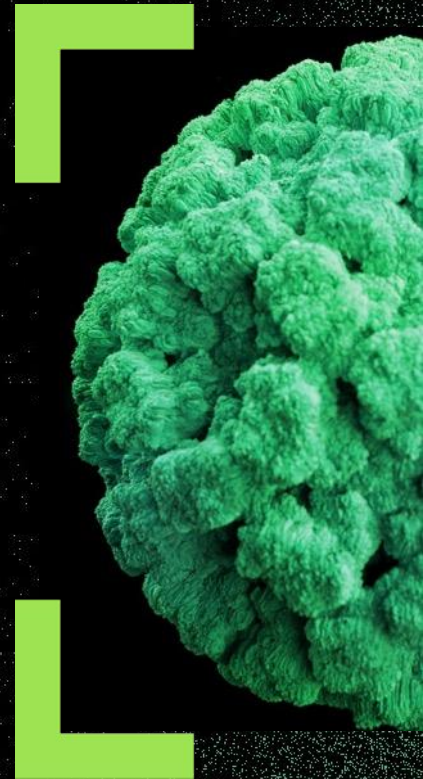


PicturaBio⁷

Transatlantic worked with PicturaBio to create a narrative which repositioned the Oxford University spin-out as a healthcare AI innovator at the forefront of virology, bolstering the NHS' ability to treat pathogens.

Our media relations team have cemented the business as one of the go-to experts in infectious disease diagnosis within UK media, with regular coverage in national newspapers such as the Mirror, Daily Mail, i news and Daily Express.

1-minute
pathogen
detection

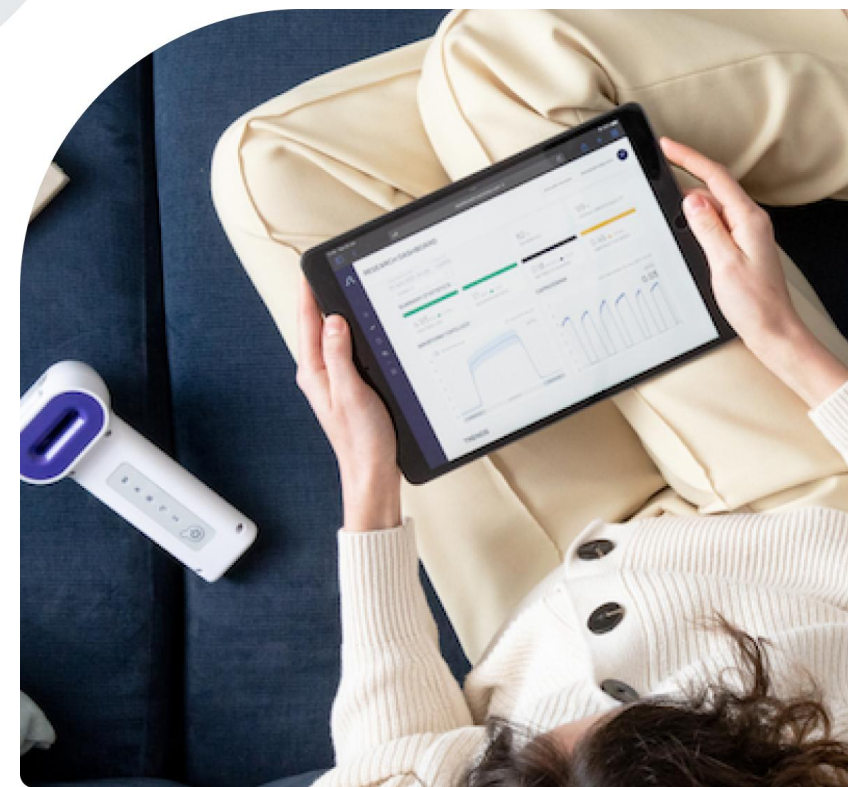


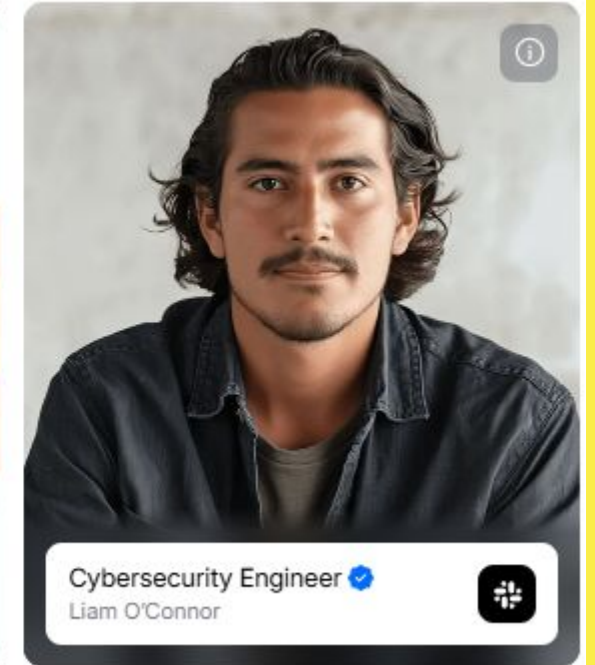
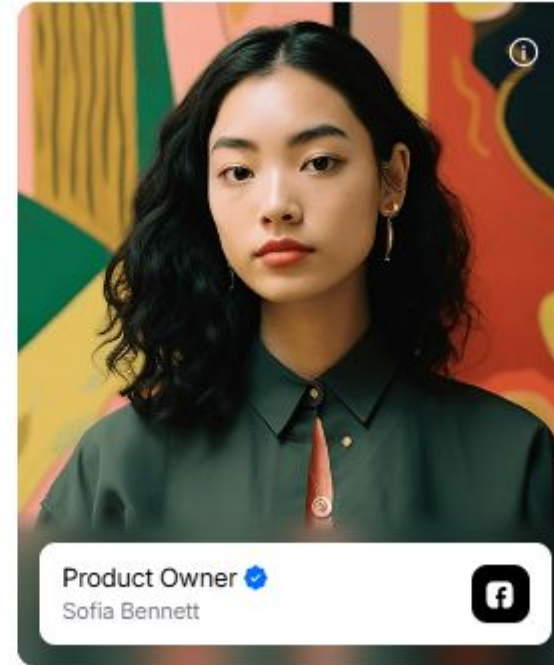
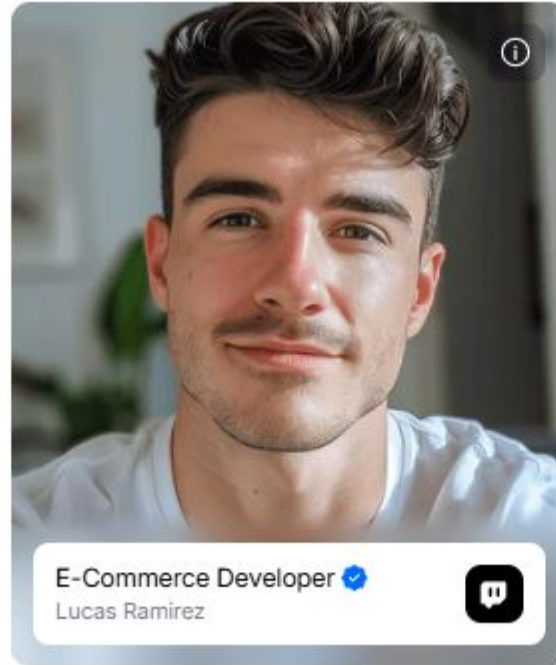


TidalSense

TidalSense sits at the forefront of COPD diagnosis – a respiratory condition affecting 3 million Brits. After supporting the health tech innovator with an extensive rebrand and investment announcement, we then helped launch its breakthrough diagnostic tool N-Tidal Diagnose following its regulatory clearance.

Starting with an exclusive broadcast segment on Sky News, we then secured print hits in The Independent, The Express, The Evening Standard and LBC – as well more than 200 pieces of trade and regional coverage.





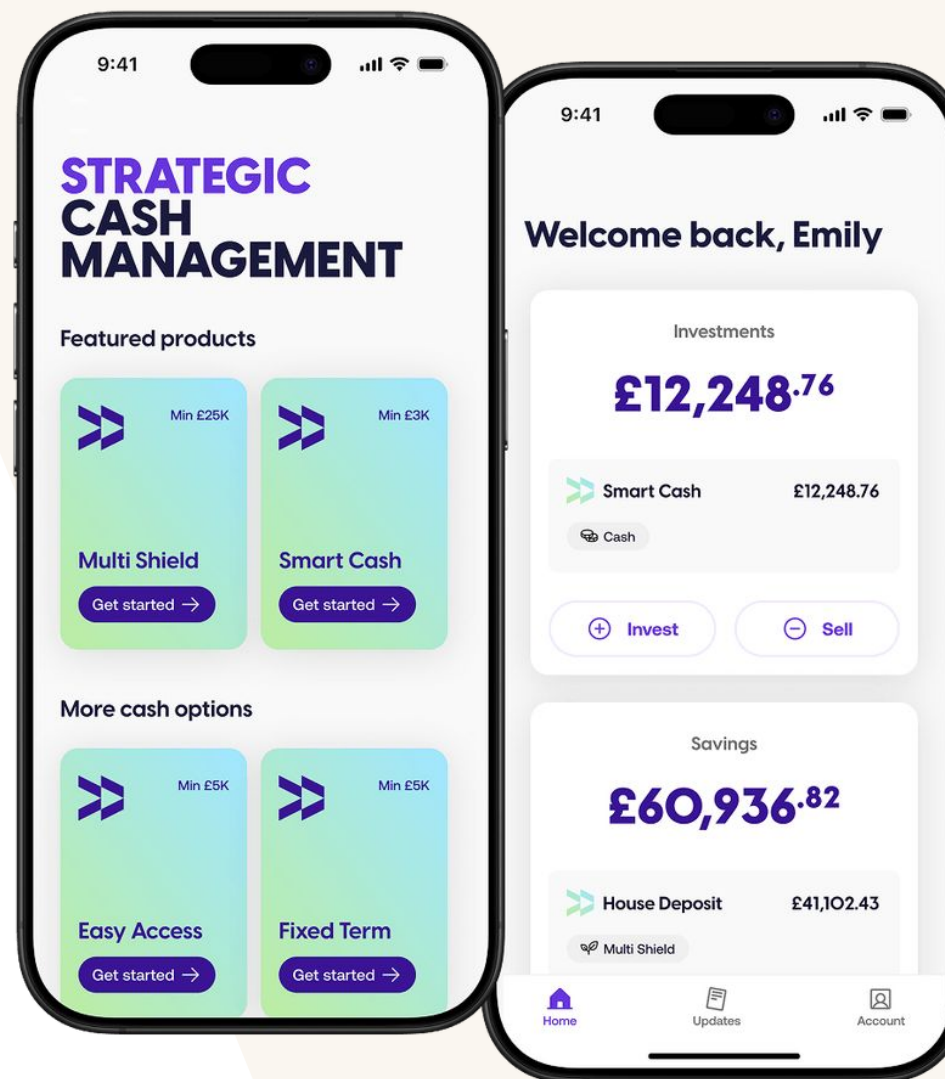
Yotewo is a managed talent marketplace matching start-ups with world class IT talents. For IT professionals, it helps them find opportunities that align with their expertise and career goals, while for companies, it helps them hire the right IT talent efficiently.

Transatlantic runs Yotewo's always-on press office, focused on profiling, thought leadership, commentary and developing data-driven news stories, to maximise awareness of Yotewo.



Transatlantic partnered with Sidekick to establish its credibility as a thought leader in personal finance and investment. The PR strategy focused on differentiating Sidekick as a premium solution for high-earning, underserved young professionals.

Through media coverage, and leadership profiling, we increased awareness among key audiences while championing Sidekick's mission to democratise wealth-building tools.





Transatlantic is proud to support Samsara Therapeutics' development of promising new therapies for genetic diseases and neurodegenerative disorders where there are limited or no known treatment options.

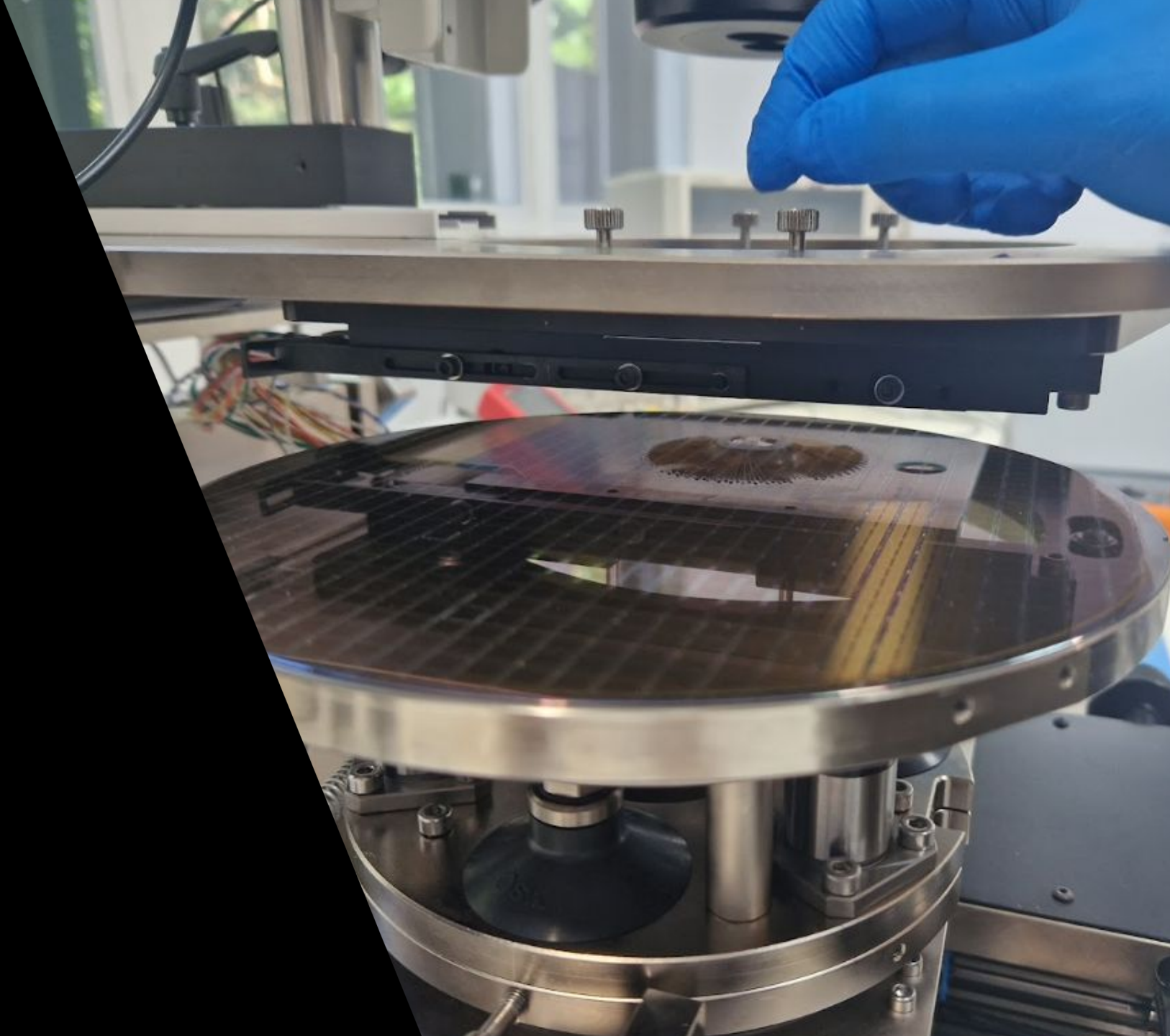
Through a strategic though leadership and media relations campaign, we are driving awareness of the company amongst future investors, healthcare trusts and patients.





Universal Quantum engaged Transatlantic to promote its world-changing mission to build scalable, fault-tolerant quantum computers and ease the company's pathway to future investment.

We run a high-tempo press office designed to keep the company front and centre across the specialist, scientific and policy media that shape the quantum field. Through our work - which has led to Universal Quantum being featured by the BBC, Bloomberg, The Times and many other outlets - we have been able to consistently raise awareness of Universal Quantum as a British success story and a key player shaping the debate around future quantum sovereignty.





Transatlantic has supported Lawhive through both its seed and Series B funding rounds, securing high-impact global media coverage that reflects the company's bold mission.

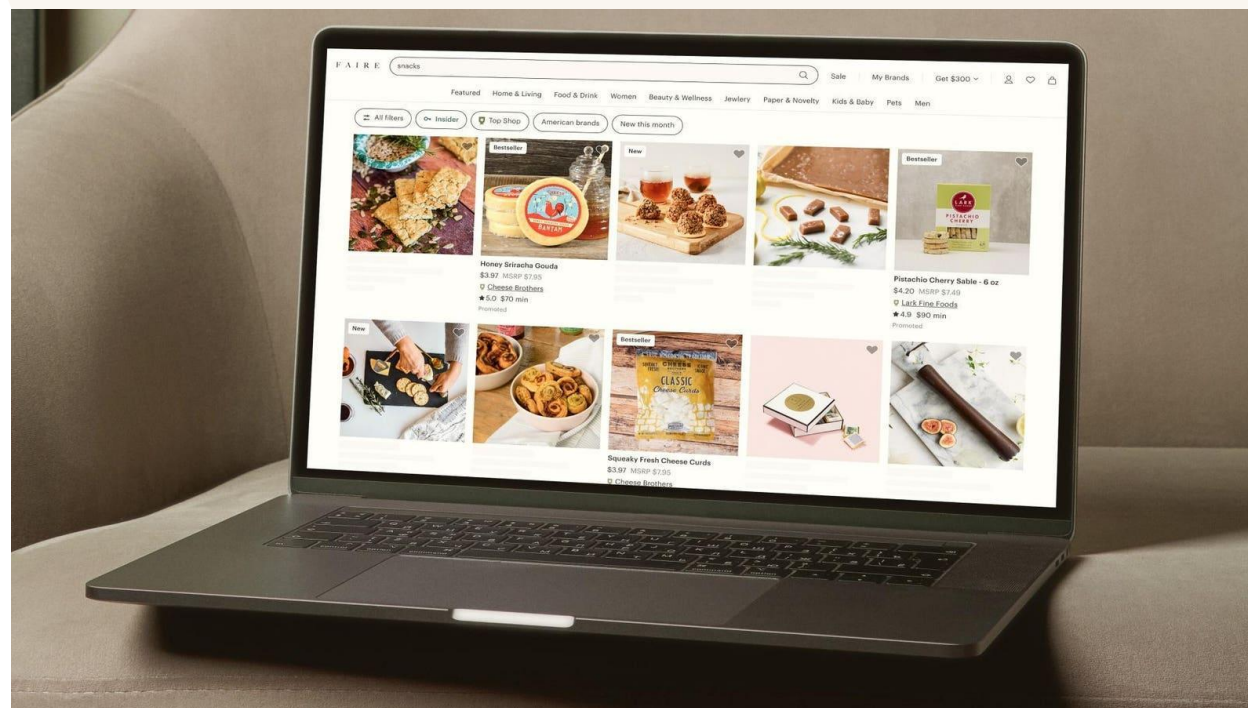
From exclusive announcements in The Daily Telegraph and Sifted to follow-up features in TechCrunch and leading European VC titles, we've helped position Lawhive as a transformative force in the legal sector – making expert legal support more accessible and affordable for consumers and small businesses alike.



FAIRE

Transatlantic has partnered with Faire.com, the world's first digital wholesale marketplace connecting independent retailers and independent brands. Having launched in the UK in 2021, Faire has fast become the go-to tech platform to help independent retail businesses launch, survive and thrive.

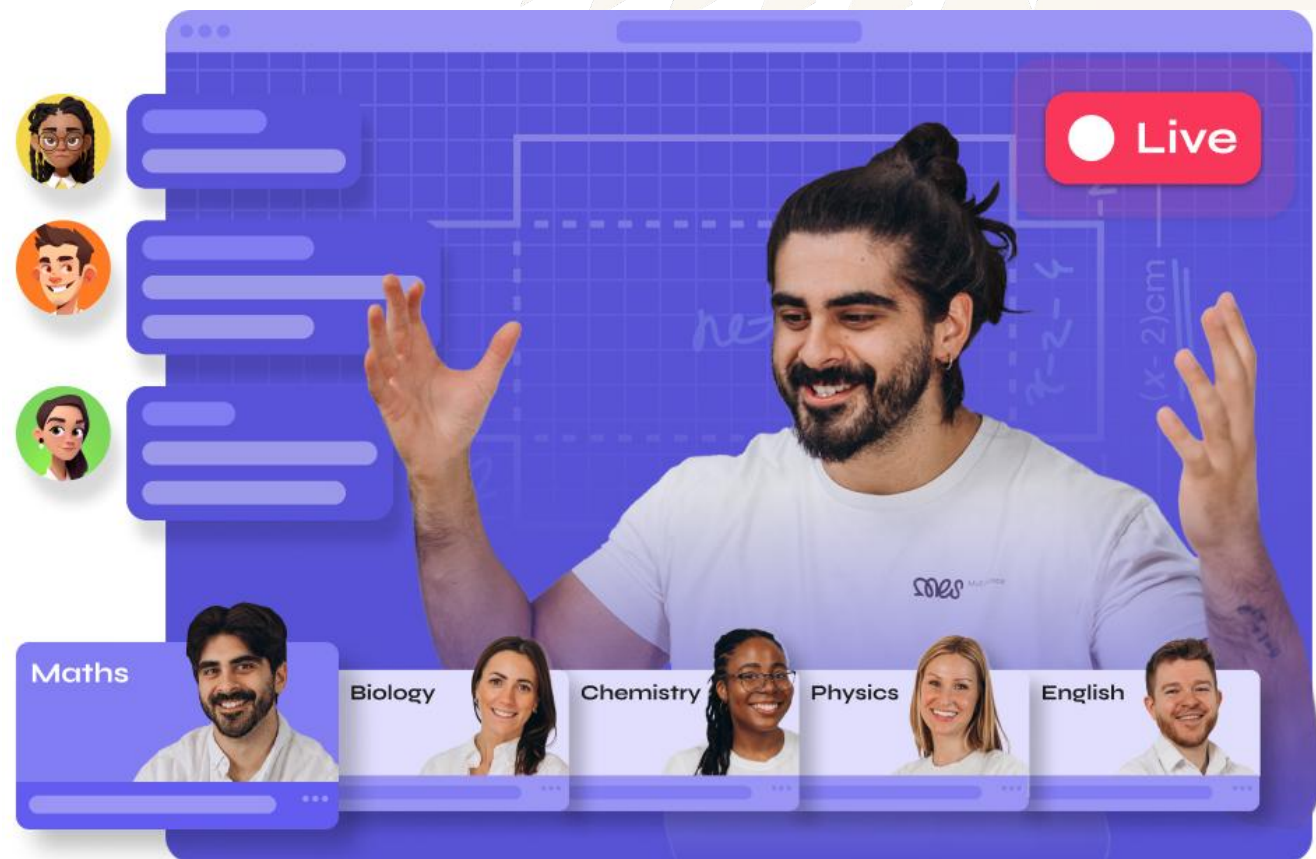
After kicking off our press office with an exclusive story in Reuters on Faire's partnership with Shopify, Transatlantic is busy helping the business become as well-known in the UK market as it is in the US, driving awareness of its values, mission and services amongst b2b audiences and key media.





With demand for tutoring soaring over recent years, the innovative team at MyEdSpace have created a unique 1:many teaching model through streaming online revision courses.

With their teachers fast-becoming social media superstars, Transatlantic communicates the company's impressive growth and popularity with mainstream media, securing the Times, Times Radio, Daily Mail, The Sun, The Mirror, Daily Express and many more within the first few weeks.





Rapyd

Global payment platform Rapyd engaged Transatlantic to tell the story of how Israeli's highest valued unicorn is powering growth and enabling seamless cross-border trade for businesses everywhere.

Transatlantic was able to weave together the multiple components of Rapyd's vast and complex story into a single compelling narrative, before taking this story out to media through a range of press office, thought leadership, profiling, data storytelling and case study activities.



Blink.

Employee super-app Blink engaged Transatlantic to run an always-on, proactive press office to get on the radar of key decision makers in HR, business and tech across the UK and US.

Since kicking off in 2023, Blink has consistently been in the media and has become a go-to-source for journalists looking for comment on all things work-related. To name a few, the company has appeared in HR Magazine, UNLEASH, Management Today, Human Resource Executive and CIO.com.



Transatlantic is proud to run an integrated UK and US press office for Surrealdb, the fastest growing open source database of all time. After becoming a firm favourite among developers for its ability to consolidate multiple databases into a single flexible platform, the company is on a growth mission across the world with a focus on the US.

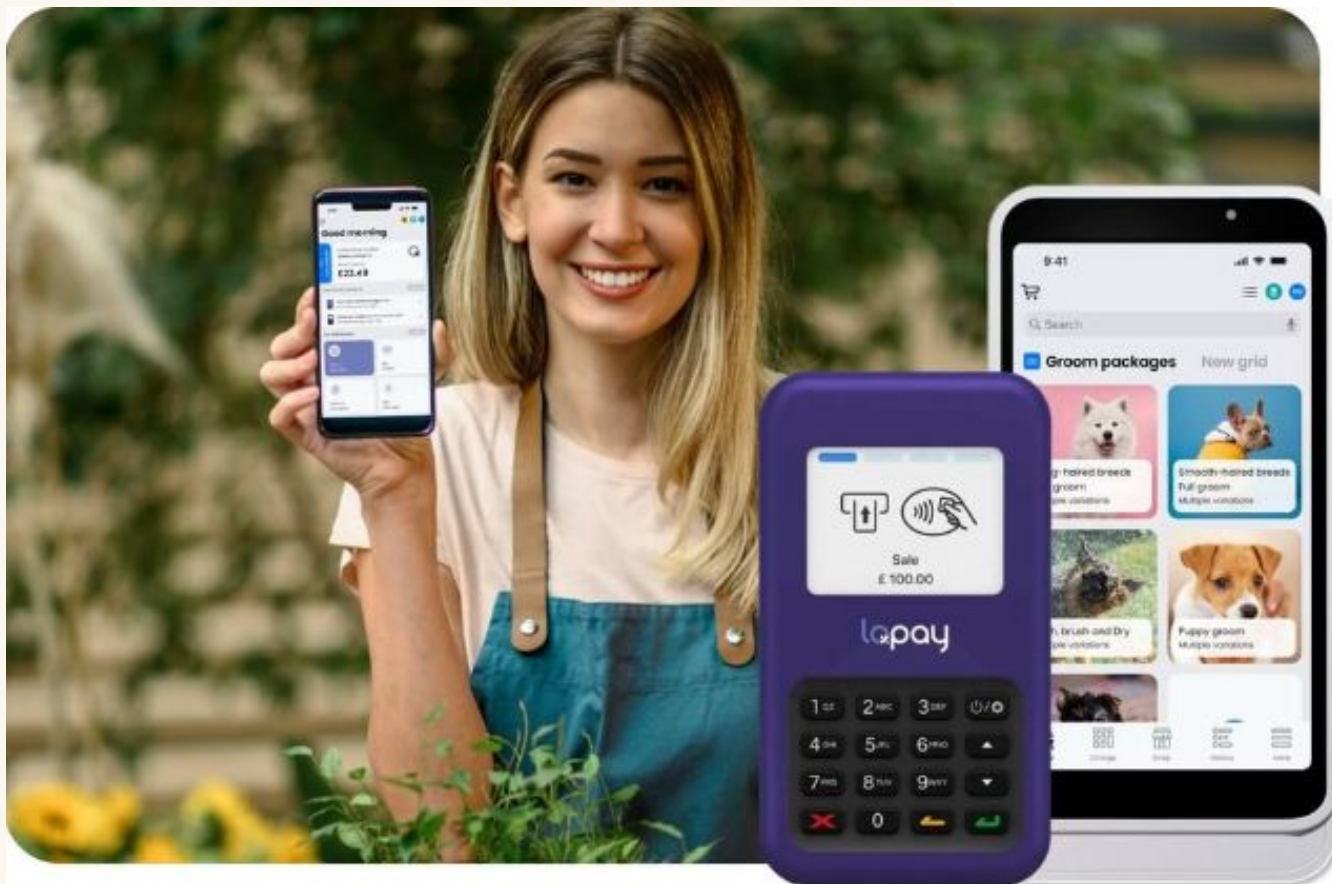
To support the journey, we regularly secure coverage for the team's product release announcements, partnership deals, thought leadership underpinned with a steady flow of news commentary.





Card payment platform Lopay is on a mission to help the millions of self-employed and micro-business owners in the UK keep more of the money they earn, by making card transactions cheaper.

New to the fintech scene, Lopay tasked Transatlantic with building its brand awareness amongst potential customers and the investor community. We kickstarted with a tactical fundraise announcement, sharing the news of Lopay's £6m seed round through an exclusive piece with Sky News. We then launched a hard-working press office that positioned Lopay as a leading small business champion. Within our first month, we achieved more than 55 pieces of coverage in national and regional media for a data-led Christmas trading story, as well as multiple interview and commentary slots for Lopay's founder, Richard Carter.





SplxAI is a cybersecurity pioneer focused on safeguarding AI applications. After completing its pre-Seed funding round, SplxAI engaged Transatlantic to announce the raise and establish its presence in the cybersecurity landscape.

We secured an exclusive with Sky News, followed by 21 pieces of coverage in key outlets like Yahoo! Finance and SecurityWeek, positioning SplxAI as a thought leader in its field.

RENSAIR

Transatlantic is working with sustainability company Rensair to help it expand beyond its healthcare heritage and make significant inroads into commercial real-estate and transportation.

We've created a new narrative and messaging platform to explore how the company enables a step-change in how buildings and indoor spaces are ventilated, using certified, best-of-breed hardware and software to cut carbon and energy costs without the need to 'rip and replace' existing ventilation systems.





really clever

Really Clever is a pioneering new fungal discovery platform that is harnessing the power of fungi to create solutions to a wide array of sustainability challenges. Whilst in the process of fundraising, Really Clever enlisted the support of Transatlantic to help raise its profile, establish relationships with key national media and pique the interest of potential investors.

Focusing on its first breakthrough product – a sustainable alternative to traditional faux leather and animal-based materials – we secured a number of profile pieces for the brand's founders in top national and trade media, as well as setting up a series of media meets with influential journalists in the tech and sustainability sectors. Transatlantic is also gearing up to support the brand with major upcoming product and brand partnership announcements.





We work with Sunsave, the UK's first solar subscription service, announcing key milestones, such as an impressive seed-stage investment round, funding from the government's Green Home Finance Accelerator, and their partnership with Octopus Energy.

Achieving tier 1 coverage across the board, including Sky News, the Daily Telegraph, Daily Express and many more, we're committed to furthering Sunsave's mission to save both household bills and the planet through green technology.



Transatlantic is working with US venture investor Navigate Ventures to tell the story of how it is pioneering the Series A extension round, extending fast-growth tech companies' runways at a time when funding is increasingly difficult to come by, particularly in underserved markets outside of Silicon Valley.

We're delivering the message via a range of press office, thought leadership and profiling activities targeting tier one business and investment media on both sides of the Atlantic.





Transatlantic managed the corporate press office for IW Capital, driving media coverage around strategic investments such as Strolll's augmented reality therapy for Parkinson's patients and Impact Recycling's breakthrough in plastic recycling technology.

Alongside these announcements, we developed thought leadership angles for the investment team to showcase their ethos and values, reinforcing IW Capital's commitment to supporting innovative UK businesses.



materials nexus

Transatlantic worked with deep tech company Materials Nexus to announce its £2 million investment, which will fund the discovery and development of sustainable, cheaper, higher performing materials.

We developed a set of key messages and a launch press release, which our team used to secure coverage in top tier titles including TechCrunch, Fortune, UKTN and Maddynews.

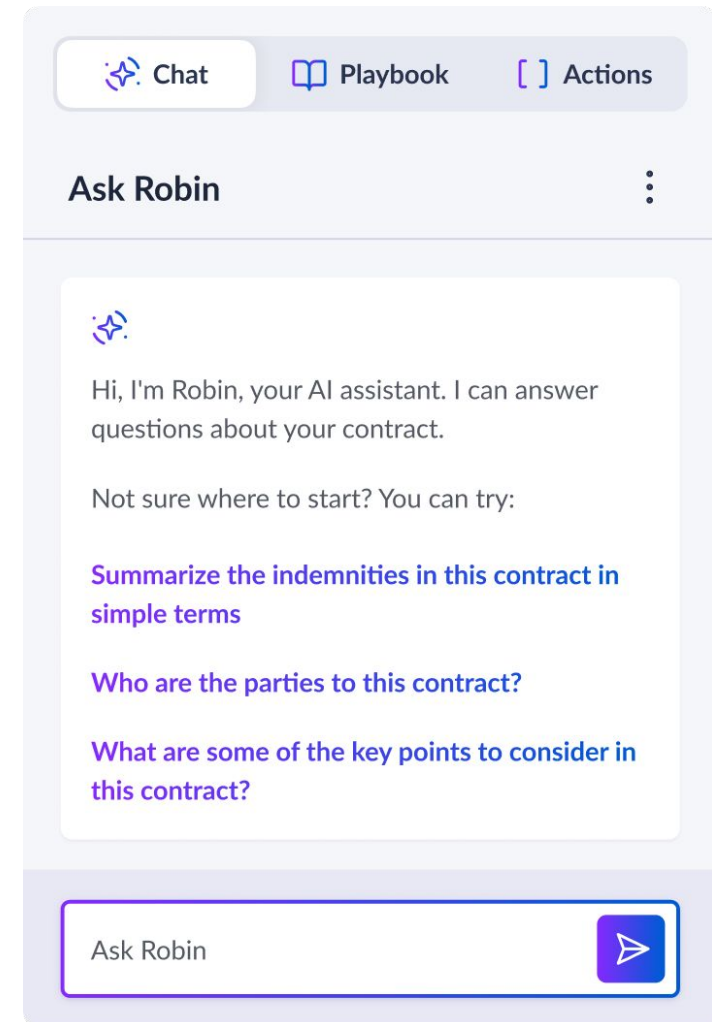




Robin AI is a global AI leader and British success story that aims to transform how legal services are delivered and make them more affordable and accessible to all.

Transatlantic is working with Robin AI on a UK media relations brief to highlight the company's impressive progress and establish it as a go-to reference case for successful AI in action.

Our work includes profiling, issuing proactive and reactive commentary, crafting customer stories and developing in-depth campaigns addressing the different ways in which AI will transform legal service delivery and impact the business world at large.





A topic close to Transatlantic's heart, Patch is building neighbourhood working clubs for commuter towns across the UK, introducing vibrant local spaces to work, connect and support local enterprise.

Patch and Transatlantic are partnering to promote the newest location opening – in Twickenham – and share the Patch Manifesto with local and national audiences, which encourages work-life balance, community investment and high street regeneration via the Work Near Home model.



Transatlantic is working with Entia to shine a light on its cancer monitoring platform among pharma companies, healthcare providers, the investor community and users. We kicked off an ongoing press office by announcing the company's \$20 million Series A fundraise to key media, landing coverage on Sky News, WSJ Pro, European Pharmaceutical Manufacturer and PharmaPhorum to name a few.

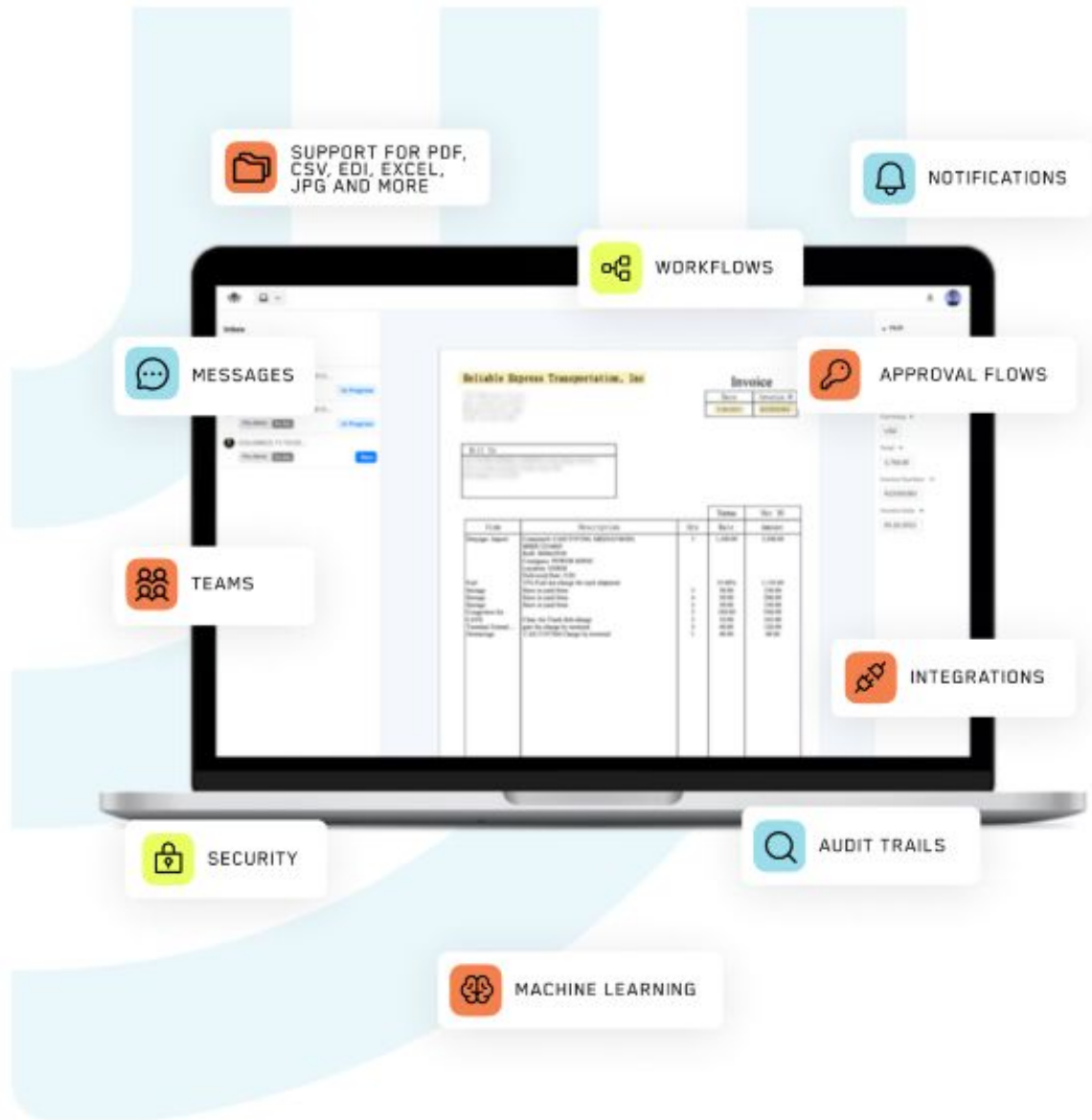


Sanctus.

Mental health has never been higher on the agenda than in the pandemic – when Transatlantic was brought on board to help raise Sanctus' profile amongst both employees and key business decision makers.

By drawing on the expertise of the brand's 60+ coaches and founder's own experience, we secured a range of high quality features, bylines and news stories in media such as Stylist, the Independent and Harper's Bazaar.





raft

Raft, previously Vector.ai, engaged Transatlantic at the height of post-Brexit's supply chain crisis to promote its solution for automating many of the mundane and complex processes required to move goods around the world.

Through founding profiling, news generation and reactive commentary, we secured high impact coverage across trade, business and investor press including Supply Chain Digital, The Loadstar, The London Economic, TechCrunch and Maddynews.



Transatlantic supported London-based startup Phoebe.ai with the announcement of its \$17 million seed funding round and the general availability of its agentic AI platform for software reliability.

We secured an exclusive with Sky News, followed by coverage in Fortune, Sifted, The Stack, The Wall Street Journal, Tech.eu, EU-Startups and many more. We helped tell Phoebe's story around the cost of downtime and the impact of AI-generated code on reliability, bringing its vision and product to the attention of key business and technology audiences.





copilot capital

Copilot Capital, a private equity firm specialising in scaling SaaS businesses, enlisted Transatlantic to launch its \$200 million buyout fund. We secured coverage in top-tier media like City AM and London Evening Standard.

Our ongoing content campaign for Copilot's LinkedIn presence strengthens its position as a leading voice in SaaS and private equity.



Unilabs, a leader in diagnostics, partnered with C2N Diagnostics to launch a groundbreaking Alzheimer's blood test across 75 countries. Transatlantic supported the launch with a media strategy that landed widespread coverage, including a dedicated feature in the Mail on Sunday. Our campaign positioned Unilabs at the forefront of innovation in Alzheimer's diagnostics.





Boundless engaged Transatlantic to develop a narrative that positioned it as a trusted partner for companies growing their internationally remote team.

We became an extension to the startup, writing thought leadership and blog content and securing high impact coverage across national, business, technology and employment media including Sky News, CNBC, City AM, Sifted, WorkLife and UNLEASH.

Acme Inc.

Team

Payroll

Countries

Benefits

Support

Team

10 employees

Sort by: Date

Type

Status

	Wade Warren	Software Engineer	Denmark	Pre-contract
	Bessie Cooper	Product Manager	Ireland	Contract issued
	Courtney Henry	CMO	France	Contract signed
		Product Designer	Australia	Onboarding
		CMO		

Spread 13th and 14th salaries over the year

Assign home allowance

Set minimum notice period

Partnership agreement

Signed between Boundless and Acme Inc.

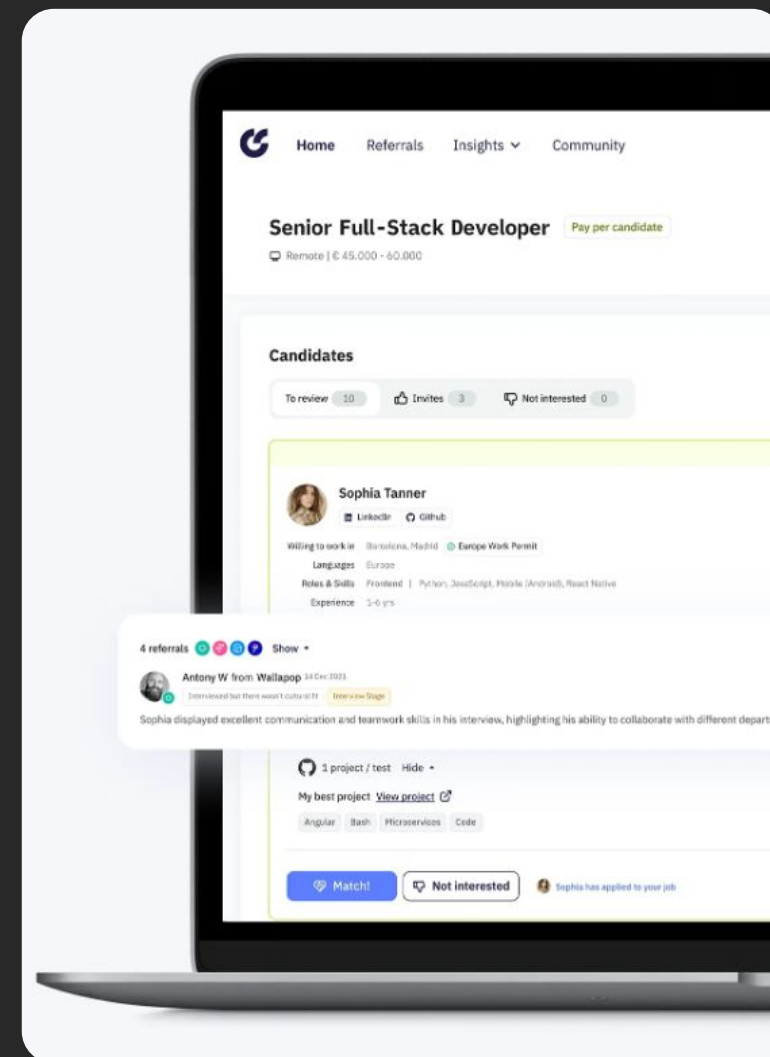
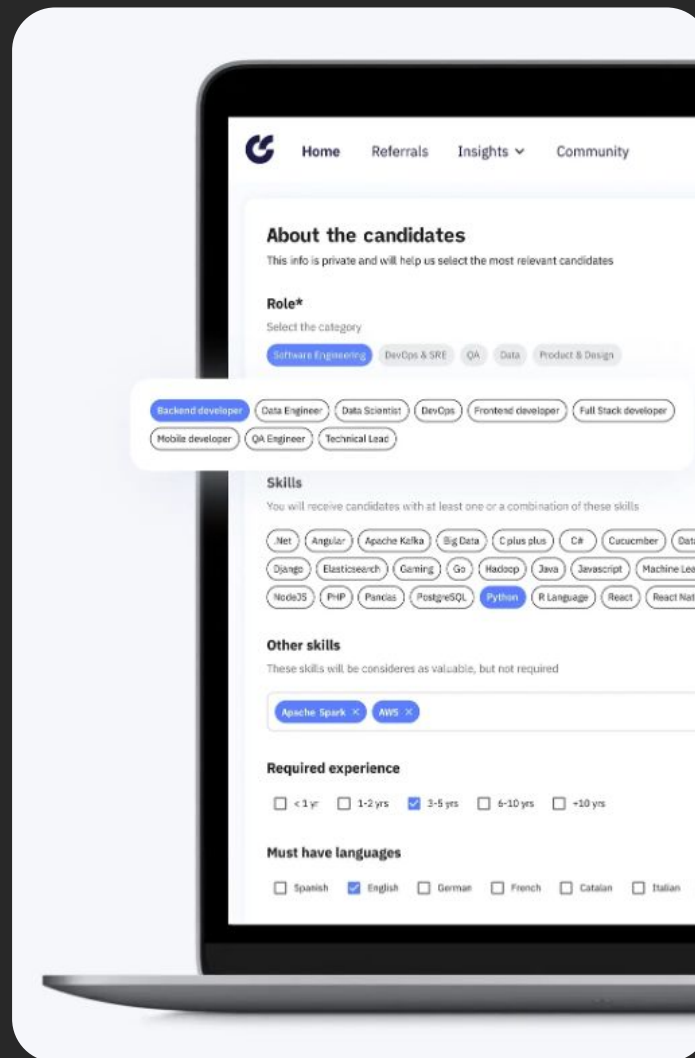
ACTIVATED

VIEW

View contracts for all employees



Transatlantic worked with global recruitment platform Circular in the run up to its UK launch to create a bold new narrative and messaging platform for the business, articulating its unique recommendation-based recruitment approach and its vision for the future of community driven recruitment.

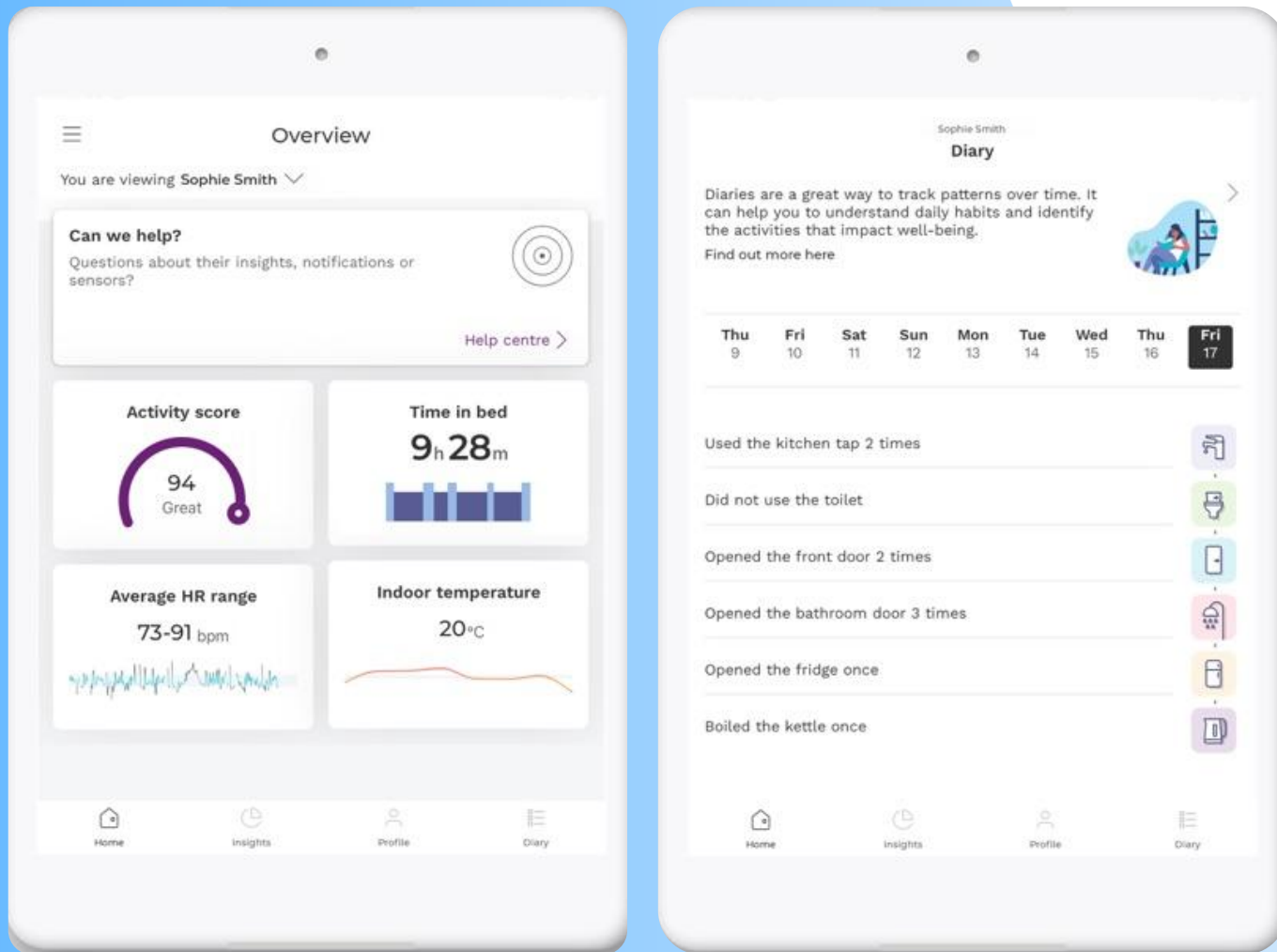


genedrive

Genedrive is a molecular diagnostics company that develops ground-breaking diagnostics tests that can be used for the identification and treatment selection of infectious diseases, human genotyping, pathogen identification, and various other applications.

We have supported genedrive with a series of short-sprint PR projects to help them communicate key peaks in their growth story and speak directly to their priority audiences including major healthcare providers and potential investors.





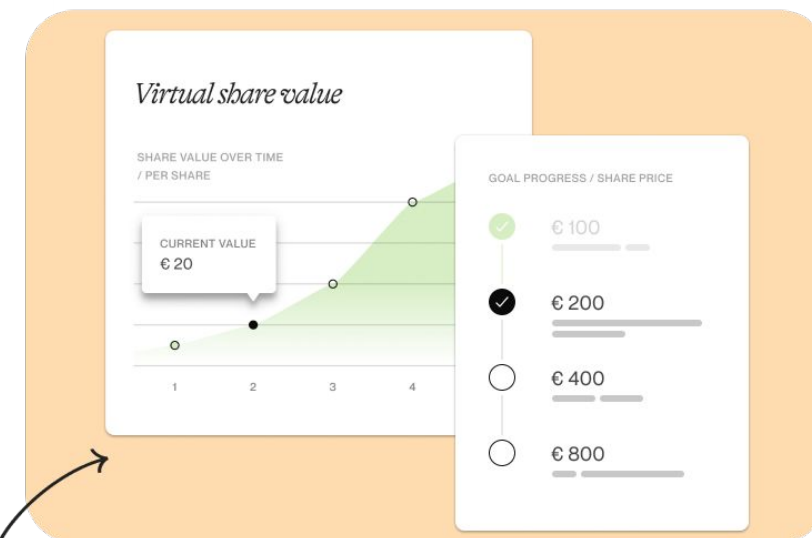
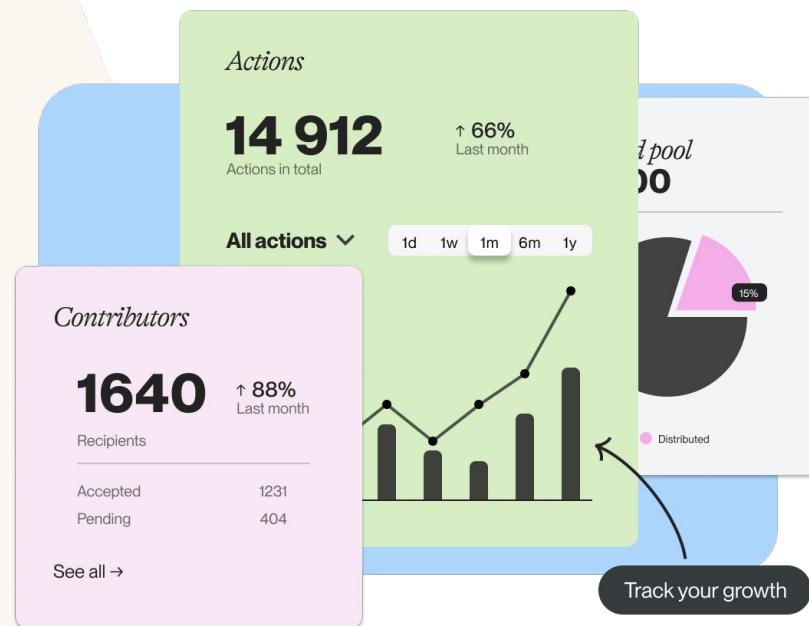
Transatlantic launched a hard-working press office for the AI-powered wellbeing analytics platform, MySense, to raise awareness amongst NHS decision-makers, major healthcare providers, the investor community and users.

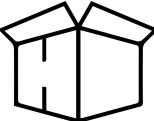
With 1:1 founder interviews with journalists at the BBC and leading national and health trade titles, we quickly established MySense as one of the most exciting and fast-growing healthtech companies in the UK.

KOOS

Transatlantic is running an education and awareness-raising campaign for business rewards platform Koos, encouraging fellow startups to reconsider how they reward communities as they grow.

Launching with an exclusive in TechCrunch, we lead on all UK media relations including news, features, podcasts and partnerships with the likes of Sifted.





Huboo

eCommerce fulfilment provider Huboo had just a single warehouse when it engaged Transatlantic on a corporate brand-building brief.

Today, it is one of Europe's fastest-growing eCommerce businesses, shipping more than 2.5 million items a month and employing more than 700 people across the UK, Europe, Turkey and USA. We run Huboo's press office, develop data-driven campaigns, create insightful thought leadership and profile Huboo's founders in key investor titles to maximise interest in the business as it pursues global fulfilment dominance.



hackajob

Transatlantic runs the press office for tech-powered recruitment platform hackajob, securing national media coverage for its white papers on the recruitment attitudes, challenges and expectations of FTSE 100 companies, and creating a series of thought leadership opportunities for its founders, as the company grows to Series B level and launches across the US.

Q Senior software engineer with leadership experience & cloud & JVM programming language ...

Experience



Cloud Tech

Technical Team Lead

Remote

April 2020 - Current

Skills:

❖ Cloud Engineering

❖ Leadership

❖ Kotlin

🔍 Kotlin is a JVM programming language

🕒 Mentor Junior Members

🕒 Kotlin

Scala

Responsibilities:

- Develop and maintain robust applications in Flutter and Kotlin 🚩

ensuring high performance and reliability

Technical decision-making and provide architectural guidance, ensuring

best practices in deploying and maintaining cloud infrastructure with AWS 🚩

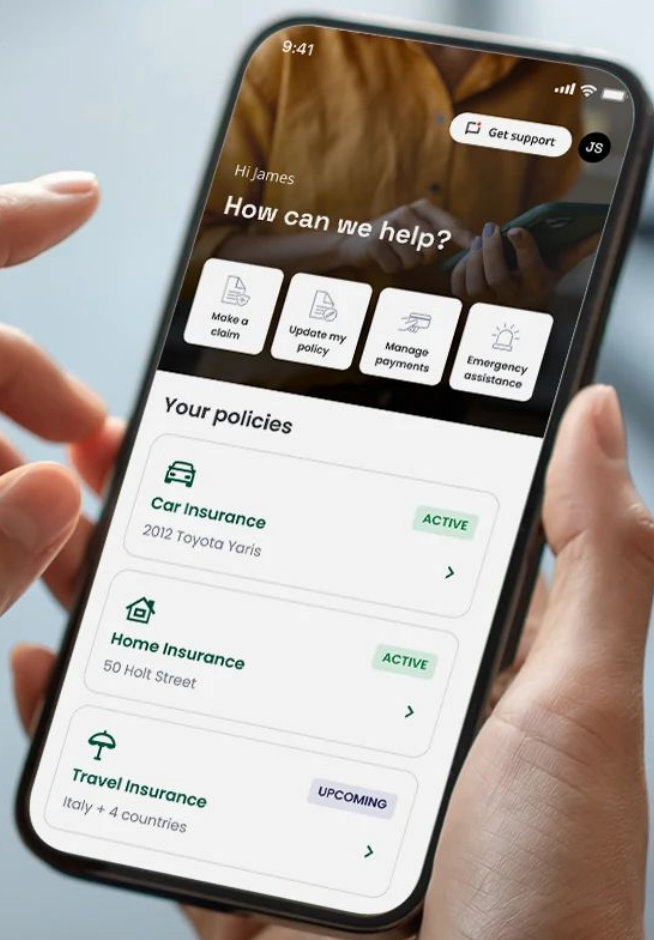
Lead and mentor engineering teams 🚩 in designing and implementing scalable cloud-based solutions

❖ Leadership

🔍 Mentoring is a type of leadership

❖ AWS

🔍 AWS is a cloud computing platform



open

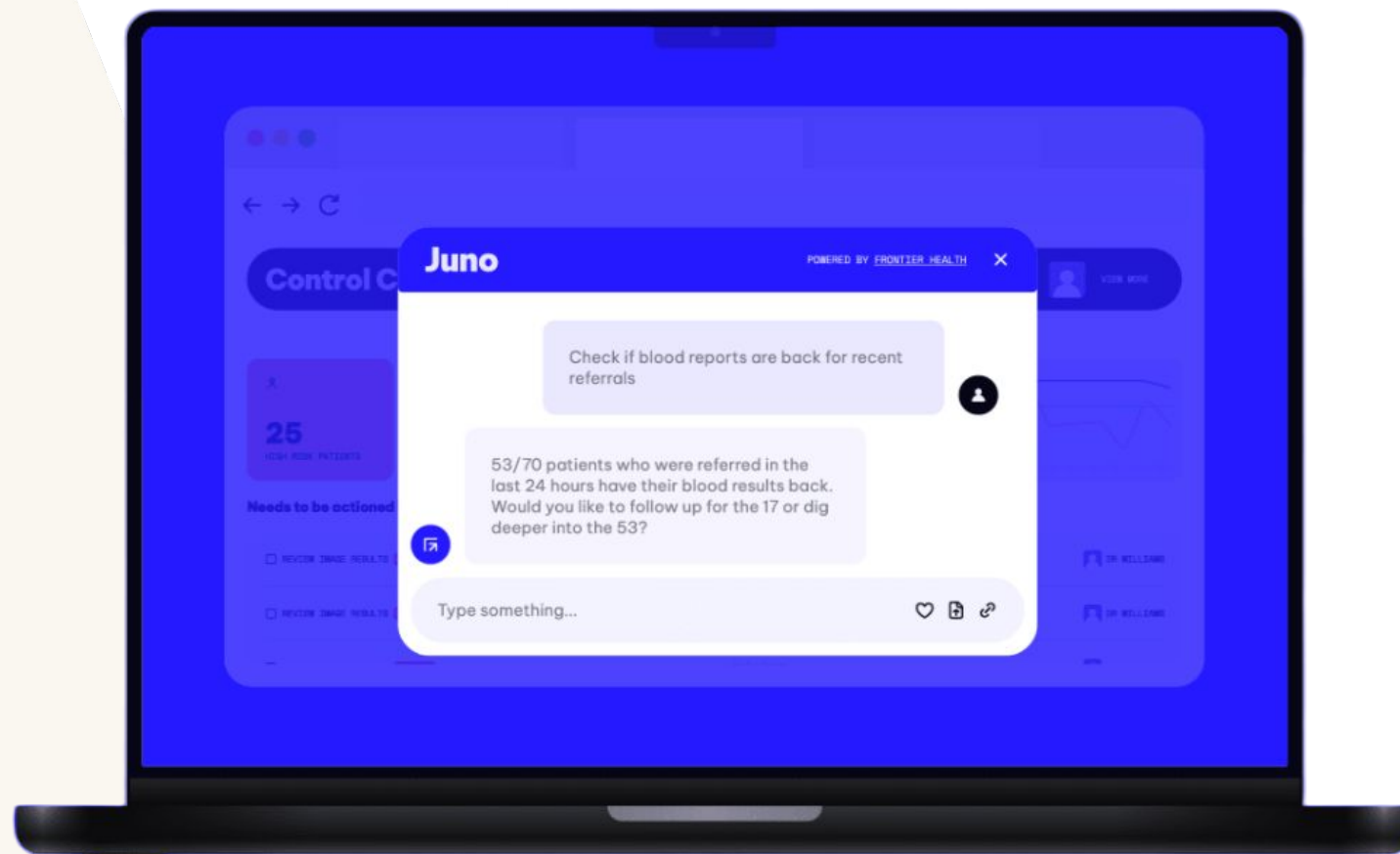
An Australian-based embedded insurance startup, Open has ambitious plans to expand its global footprint and engaged Transatlantic to build awareness across Europe.

We kicked off our relationship with the announcement that Open acquired SO-SURE, a UK-based Insurtech, generating 14 pieces of coverage across key trade media titles.



Frontier Health, a new AI company tackling the NHS's hidden crisis of broken admin, needed a bold narrative and messaging framework to cut through the noise and ready itself for launch.

Transatlantic refined Frontier Health's positioning, sharpened its messaging, and clearly articulated how its supportive AI empowers admin teams and cuts through the admin bottlenecks that delay care and erode trust. The team also delivered a detailed media FAQ to help Frontier Health prepare for launch and confidently communicate its mission to transform healthcare from the inside out.





Clinithink

Transatlantic is a longstanding PR partner of Clinithink which has developed the world's first healthcare AI capable of understanding unstructured medical notes.

We run a proactive press office and content program to raise brand awareness in the UK and US as well as deliver true ROI which included coverage in the national title i paper that led to the company signing a new customer.



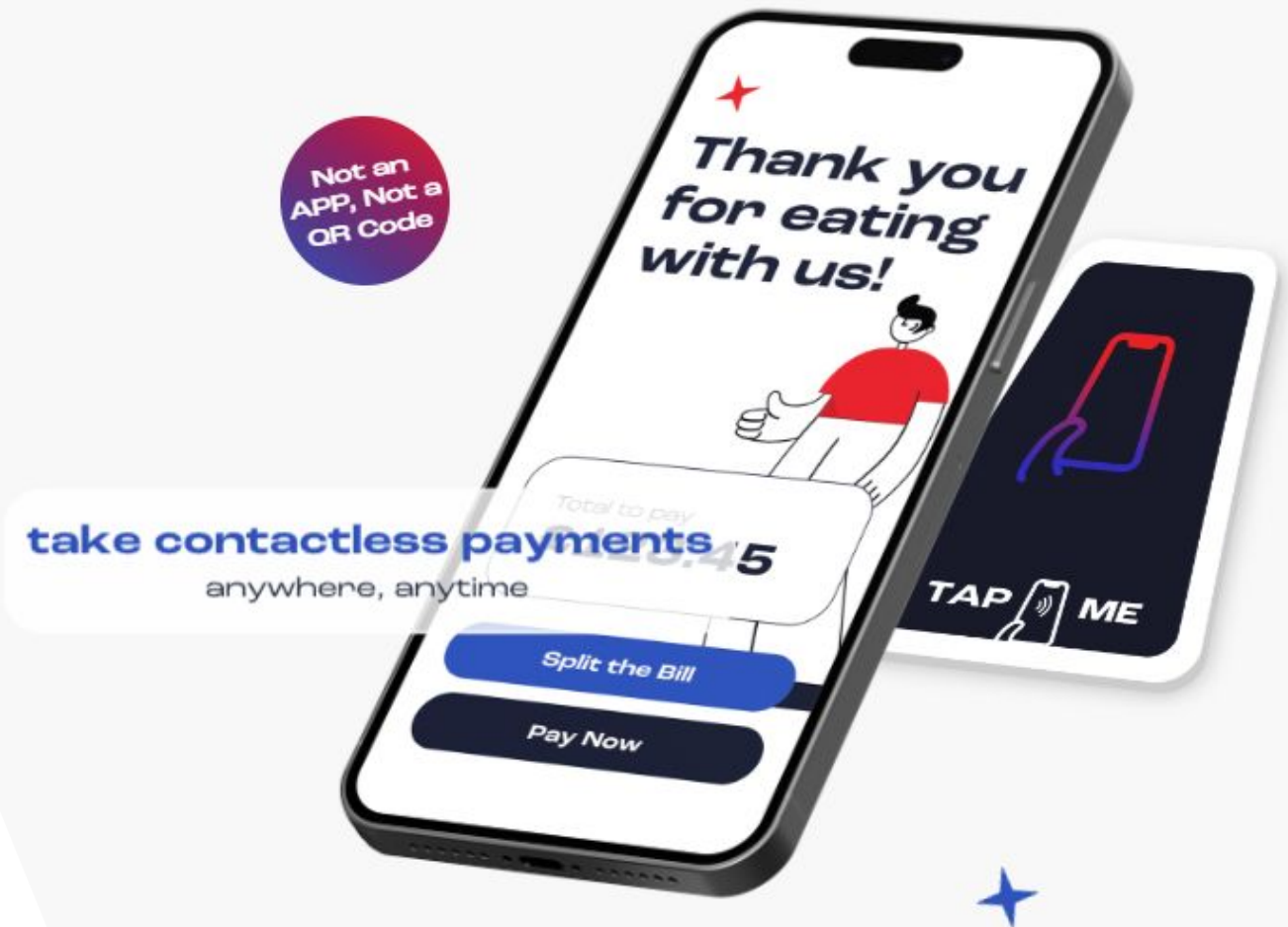
Blockchain-based smart contract provider ZTLment worked with Transatlantic to solve a strategic communications dilemma: how to unpack a complex technology in a way that would be readily understood by customers, and which elements of a multi-faceted product to lead with in order to make the strongest possible impression.

Transatlantic held a series of stakeholder interviews and carried out thorough market analysis before delivering a compelling new narrative capturing ZTLment's core strengths and positioning as a leading innovator in cross-border trade solutions.





Transatlantic worked with unique new technology startup Sticky to secure national media coverage of its investment in Sky News, raising awareness of how the company's no-code operating system can enable companies across any sector to profit from underused physical space.

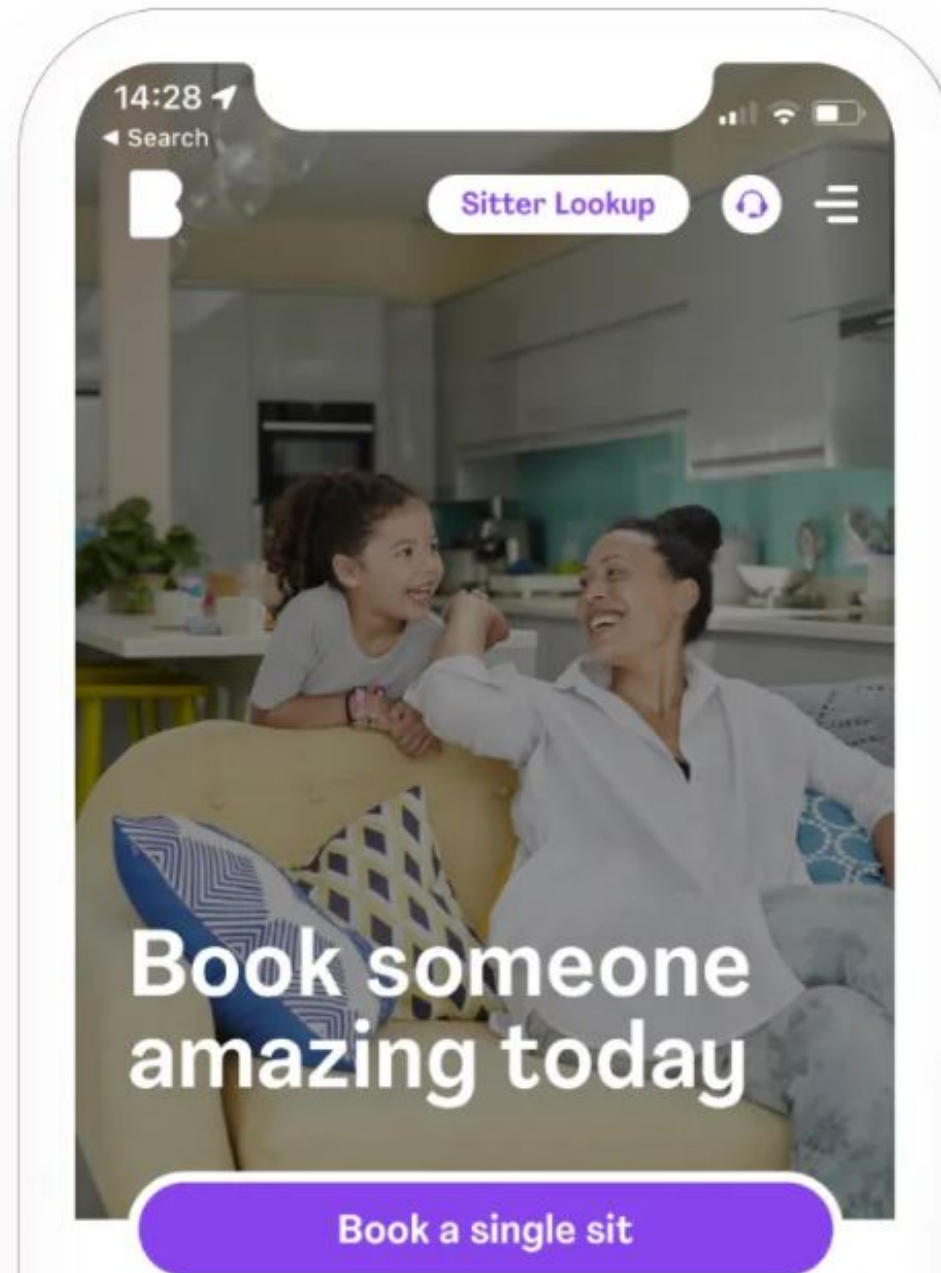


BUBBLE

Bubble makes finding a sitter simple. Through clever tech, strategic brand ambassadors and incredible word-of-mouth, the app has signed up over 100,000 families nationwide.

Transatlantic has worked with the team, including founder and Dad of three, Ari Last, for a number of years – directing the influencer marketing strategy with well-known parenting bloggers such as Mother Pukka, soap stars, pop acts and more, alongside creating engaging and thought provoking stories around childcare.

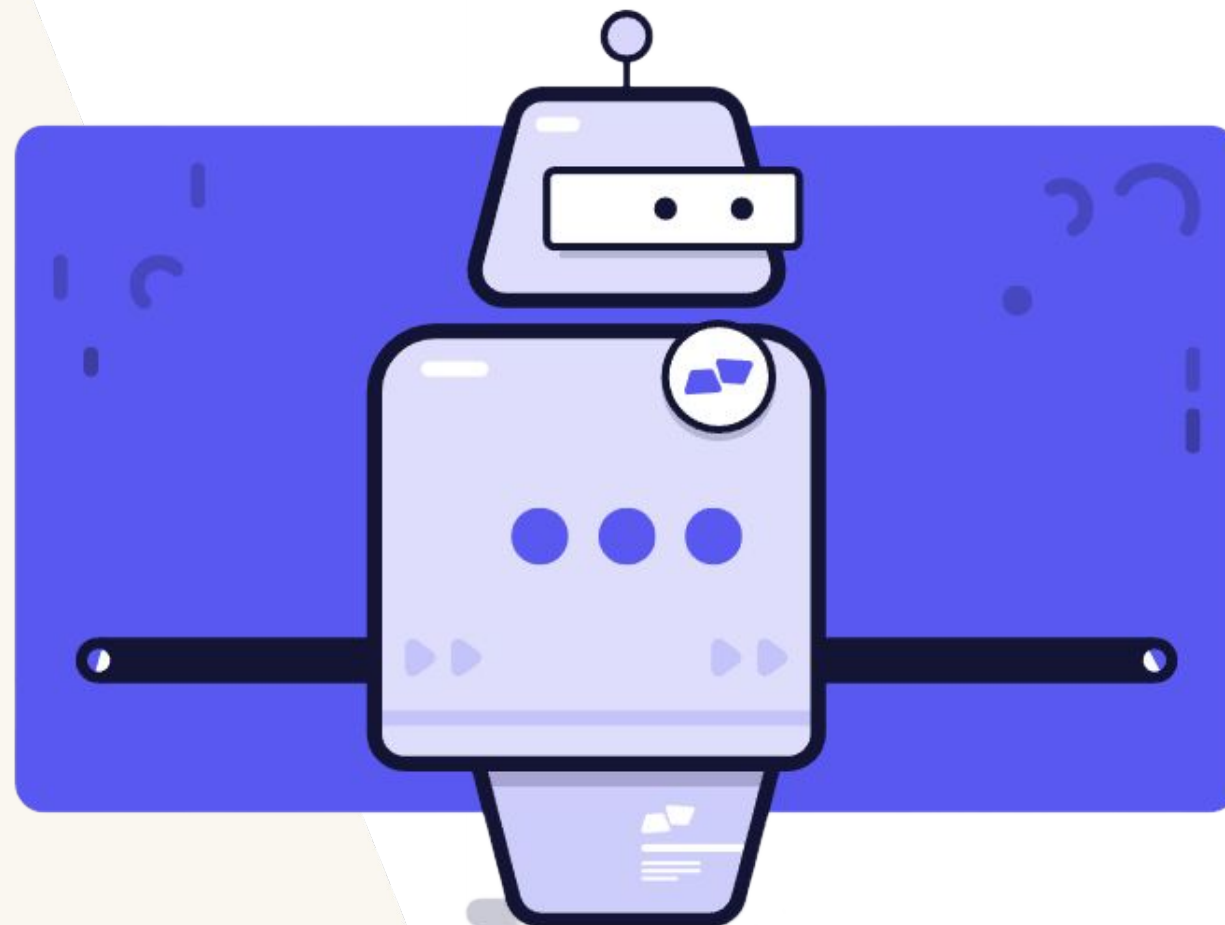
Coverage on Sky News, Mail Online, the i and more focused on parenting pressures during lockdown helped Bubble cement its position as the most trusted platform to find a sitter.

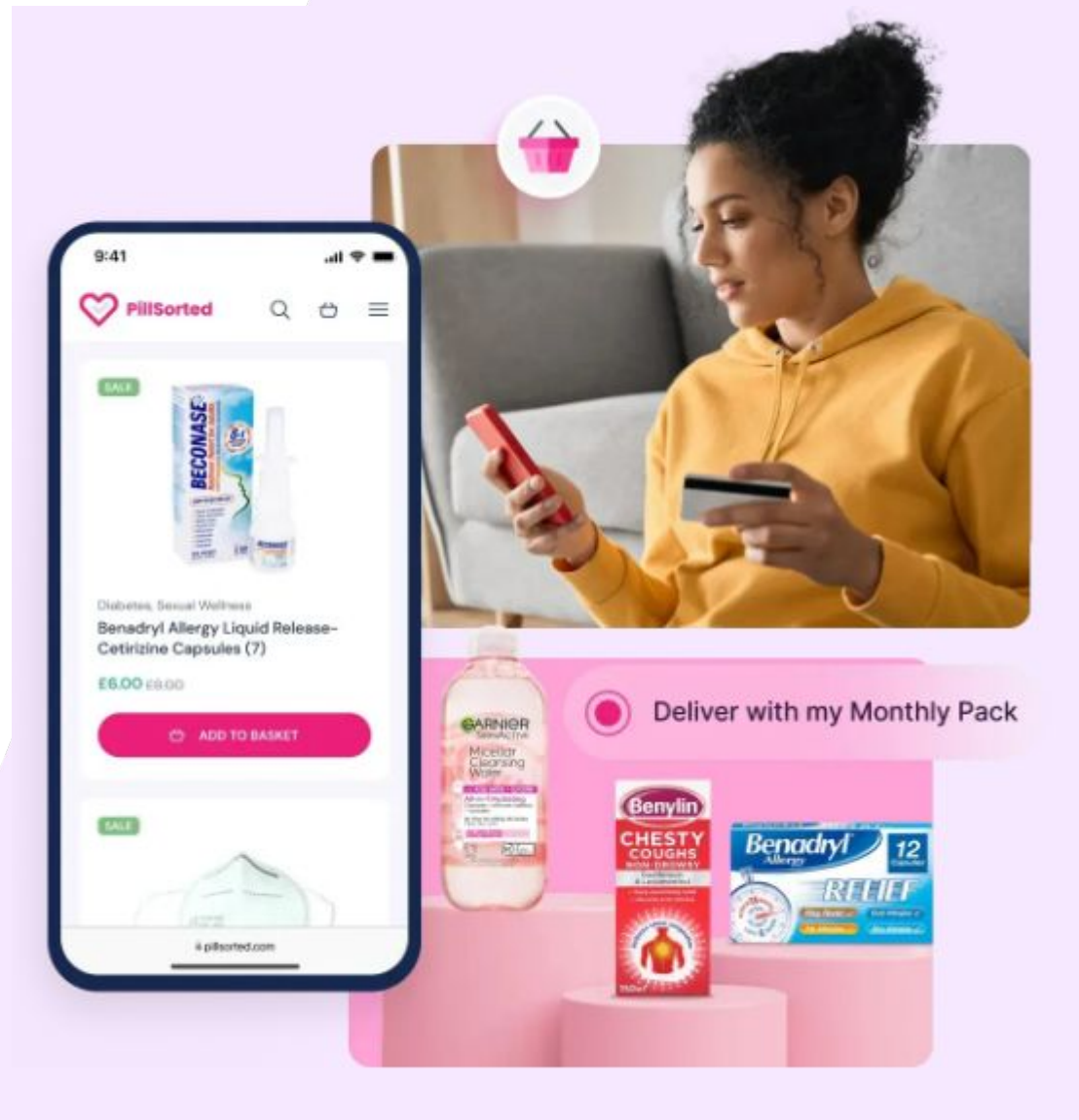




Cogna is an AI platform building custom solutions for critical industries like utilities, logistics, manufacturing, and infrastructure companies that keep the world moving. Cognia first engaged Transatlantic to develop a compelling narrative and then went on to work with the team to announce its \$15 million Series A round.

Transatlantic has since been brought on board to update its messaging and run a hard-working press office which is focused on increasing brand awareness through thought leadership, commentary, and a content programme.





Pill Sorted

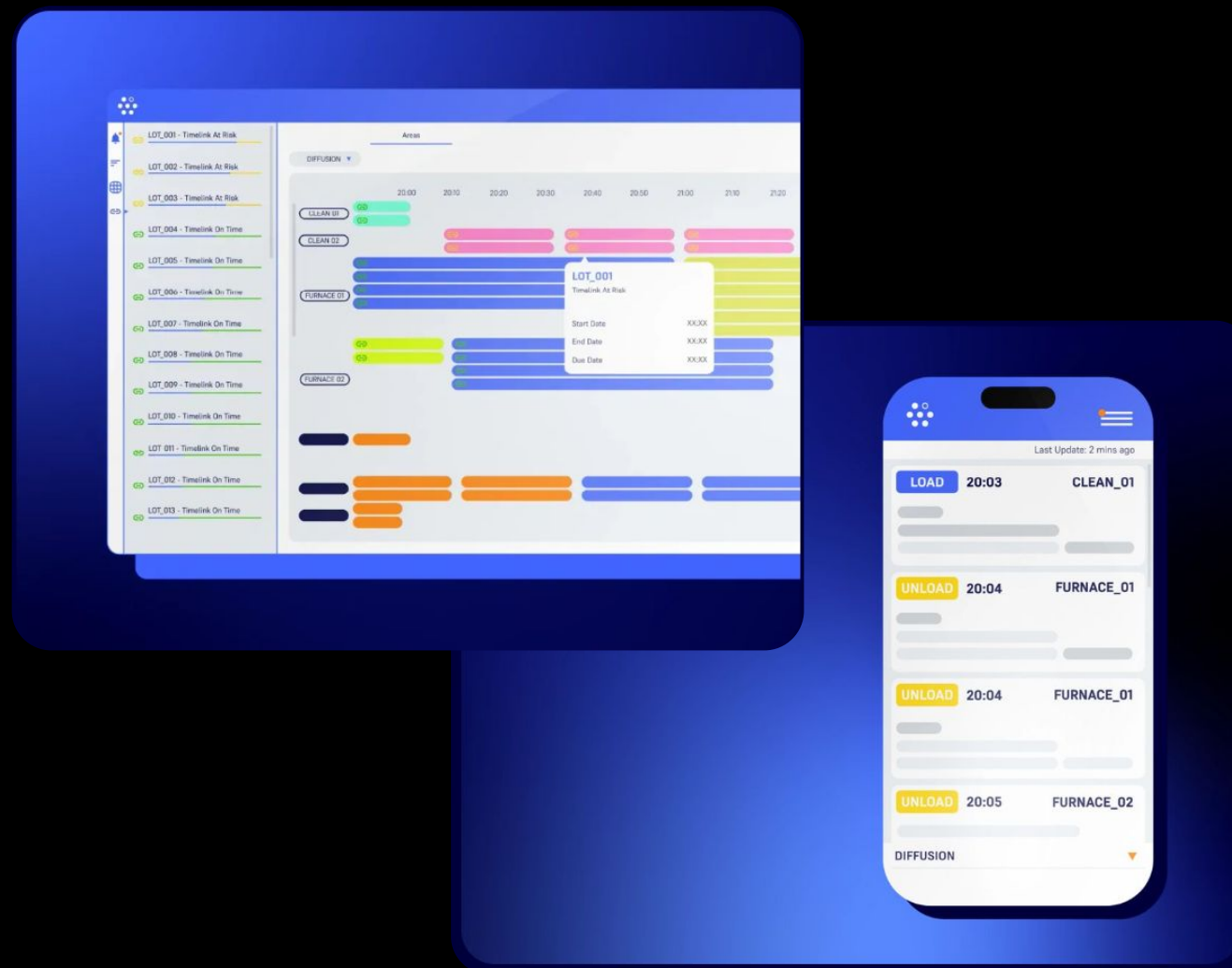
Transatlantic launched PillSorted to the technology media in April 2022 with a fundraise announcement covered in TechCrunch, Sky News, GB News and over 30 more global media outlets.

A Cambridge-based NHS pharmacy, PillSorted is using personalisation and technology to provide the best and most advanced pharmaceutical care to UK consumers. Prescriptions are delivered via post or its own delivery service – all headed up by experienced pharmacist Zeinab Ardeshir.

Flexcicon

When optimisation technology company Flexcicon secured an impressive £15m funding in its Series A round, it engaged Transatlantic to help ensure the news spread far and wide.

We kicked off the fundraise media strategy by securing an exclusive launch piece in top tier title Fortune, which was followed with wider pieces across tech, startup and trade media including UKTN, EU-StartUps, Bdaily and Growth Business.





Science Creates is a deep tech ecosystem that offers specialised incubator space and VC investment into early-stage science and engineering companies. Spearheaded by Dr Harry Destecroix, the world-class hub launched in December and, three months later, led its first funding round in cell therapy start-up CytoSeek.

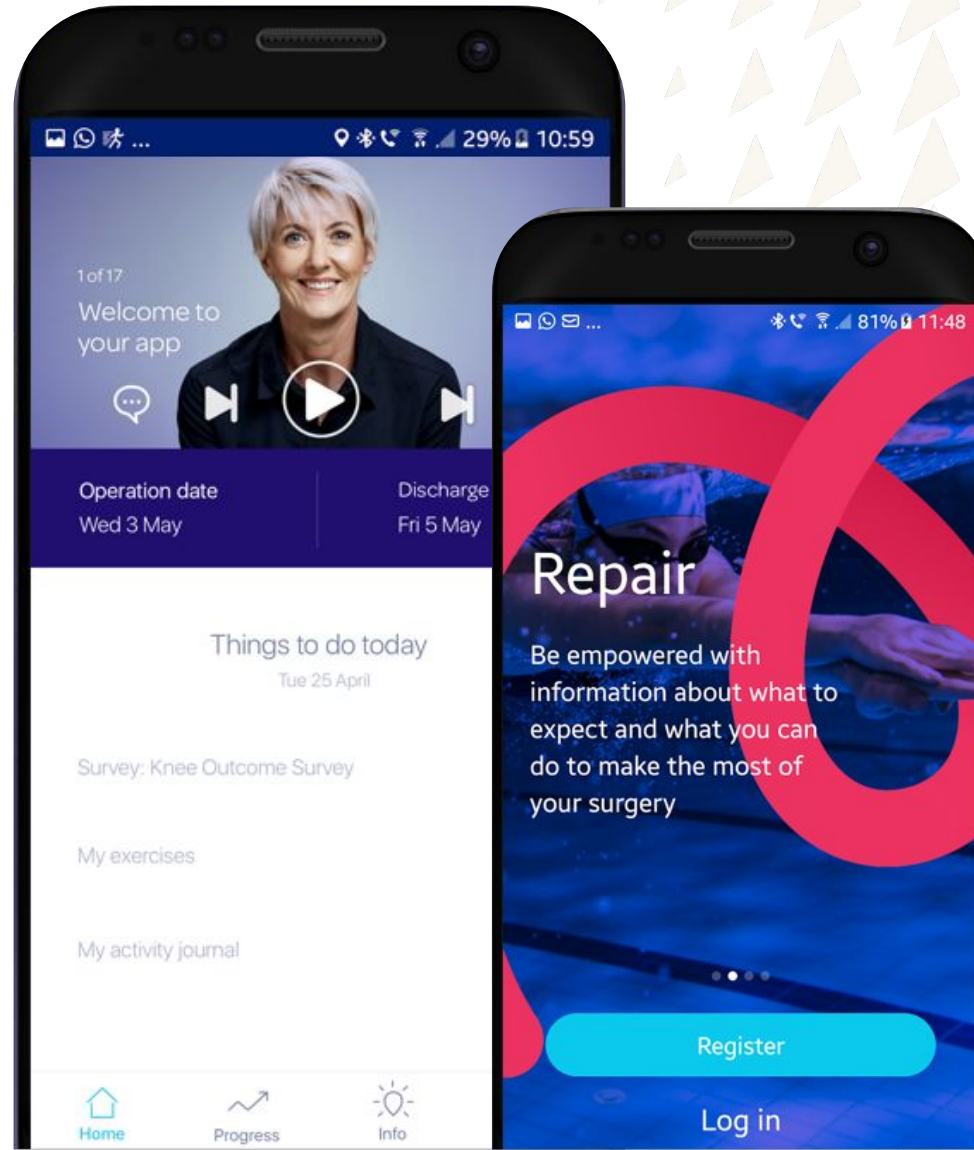
The Transatlantic team worked closely with Science Creates to announce both the launch of its ecosystem and, more recently, CytoSeek's £3.5m seed round. We exceeded expectations of coverage, secured multiple news stories and profile pieces in a range of business, tech and pharma media with a total online readership of more than 28m.





In the height of the pandemic, an estimated 700,000 patients were experiencing delays with their orthopaedic surgeries.

Myrecovery.ai launched a new digital patient tool - Joint School - to help people manage their pain, attend physio remotely and ultimately, relieve pressure on the NHS. Transatlantic helped them with a short, sharp burst of activity to drive awareness of the app among those suffering, landing them the front page of the Sunday Times and a dedicated package on BBC news amongst others key health trade titles.

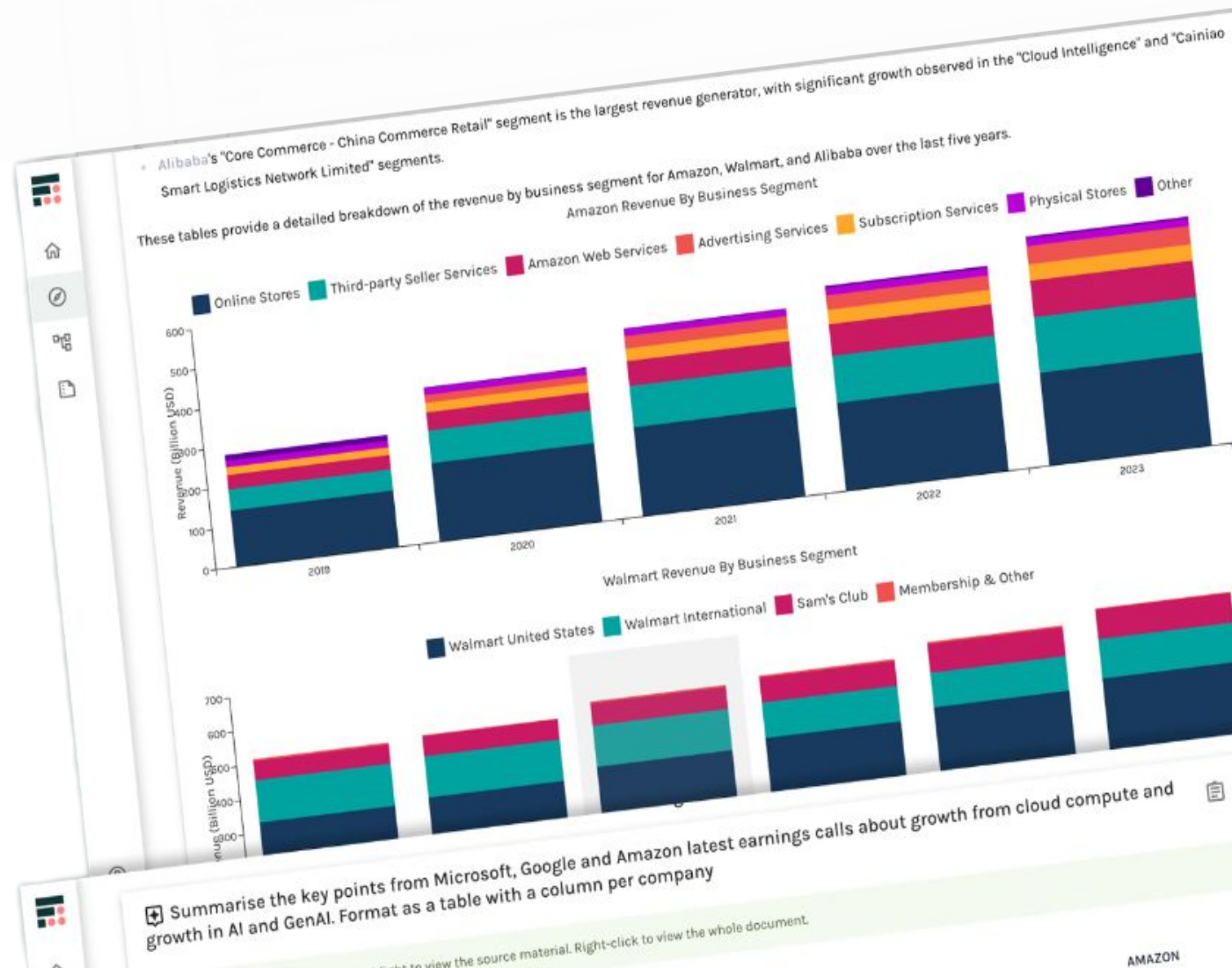




FINSTER^{AI}

Finster AI aims to transform how investors interact with financial data using AI and needed a clear story to stand out in the noisy and crowded AI marketplace.

Transatlantic delivered a targeted introductory narrative to differentiate Finster AI effectively and set the stage for successful engagement with prospective clients, as well as providing an anchor document that the company could use to develop subsequent communications materials, including web copy.





Good Club is the UK's leading zero-waste online supermarket. Transatlantic supported Good Club in 2019, working with the founders to deliver impactful awareness of their business in B2B and B2C media, in order to drive their fundraising on CrowdCube. In two months, Transatlantic had helped Good Club reach their funding target via significant media cut-through in Sky News, BBC Radio 4, City AM, London Evening Standard and the Grocer.

Interviews with This is Money, the Sunday Express, Sifted plus coverage in the Times and various consumer media outlets further drove interest in its mission to reduce waste.



ORAGLOBAL

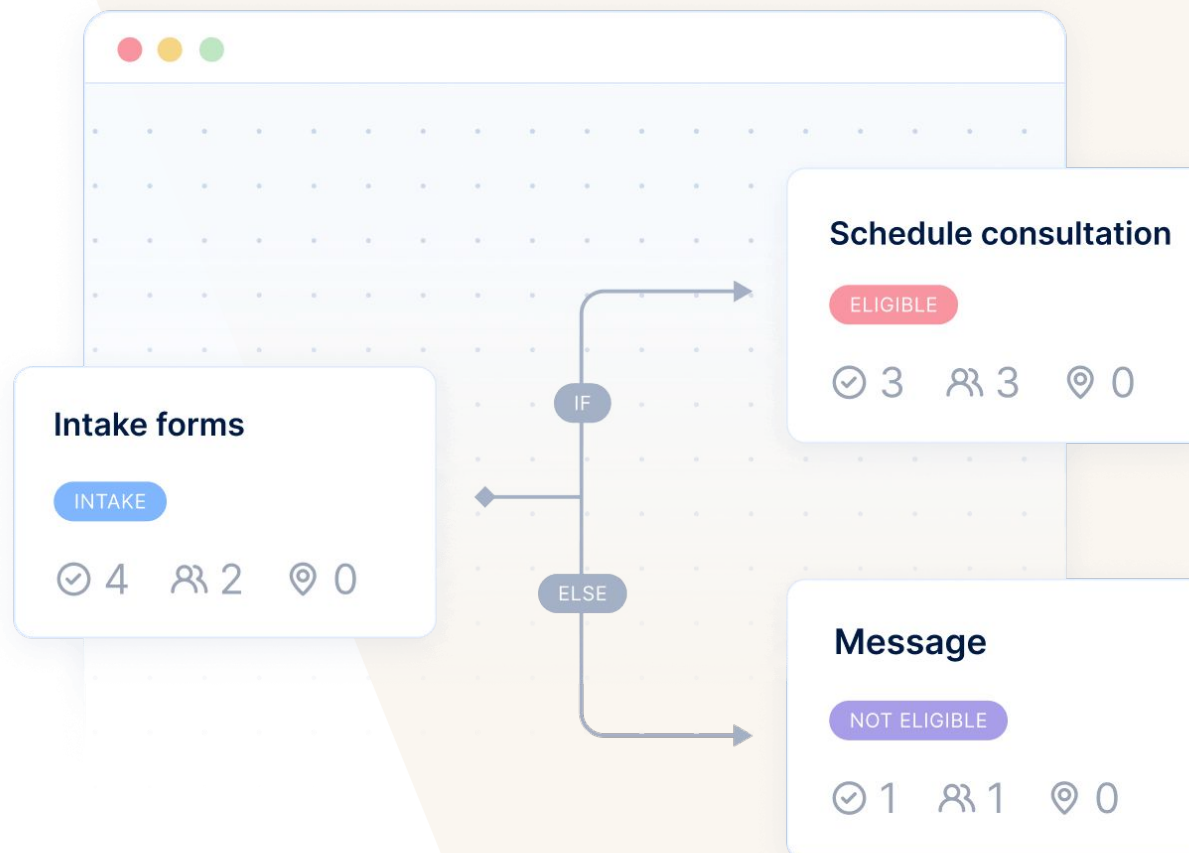
Ora Global – a new venture fund from the team behind Exor Ventures - needed a distinctive brand and website to create an immediate impact with its target audience of prospective LPs.

Transatlantic developed a striking new visual identity, leaning into Ora Global's focus on resilience and creating a full set of brand assets, along with a bold and direct website presence and foundational messaging to underpin the launch of the new fund.



Awell Health is a Belgian-born healthcare technology startup with a mission to reinvent care pathways to improve patient outcomes. Transatlantic worked with Awell Health to jumpstart brand building and announce its new investment to healthcare, technology and business audiences.

We exceeded expectations of coverage and secured news stories focused on the investment in a range of media with a total readership of more than one million. To name a few, Awell Health featured in Healthcare Global, Health Investor, UKTN, TechEU, Tech Market View, EU-Startups, and Growth Business.





When the world of work was changed irrevocably as a result of Covid-19, global relocation agent Perchpeek was ready and waiting to help ambitious companies adapt to the new normal and explore the possibility that their teams could work from anywhere in the world.

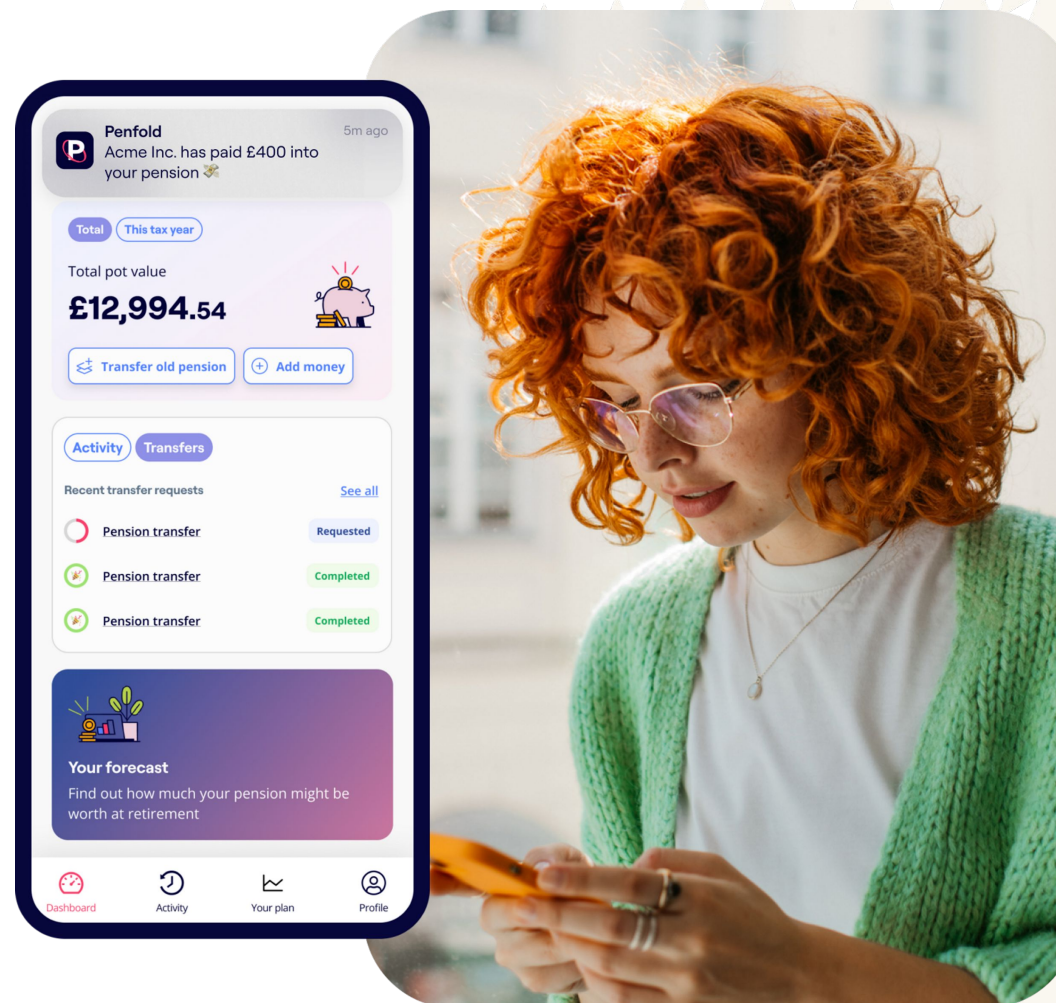
They tasked Transatlantic with getting their brand in front of employers and employees alike - both in the UK and US - as well as driving a wider conversation around the future of remote working. We kickstarted our press office by announcing Perchpeek's £2m fundraise, and then followed with a pipeline of clever and timely stories that bagged coverage with top tier media such as Sky News, Fortune, Evening Standard and HR Gazette.

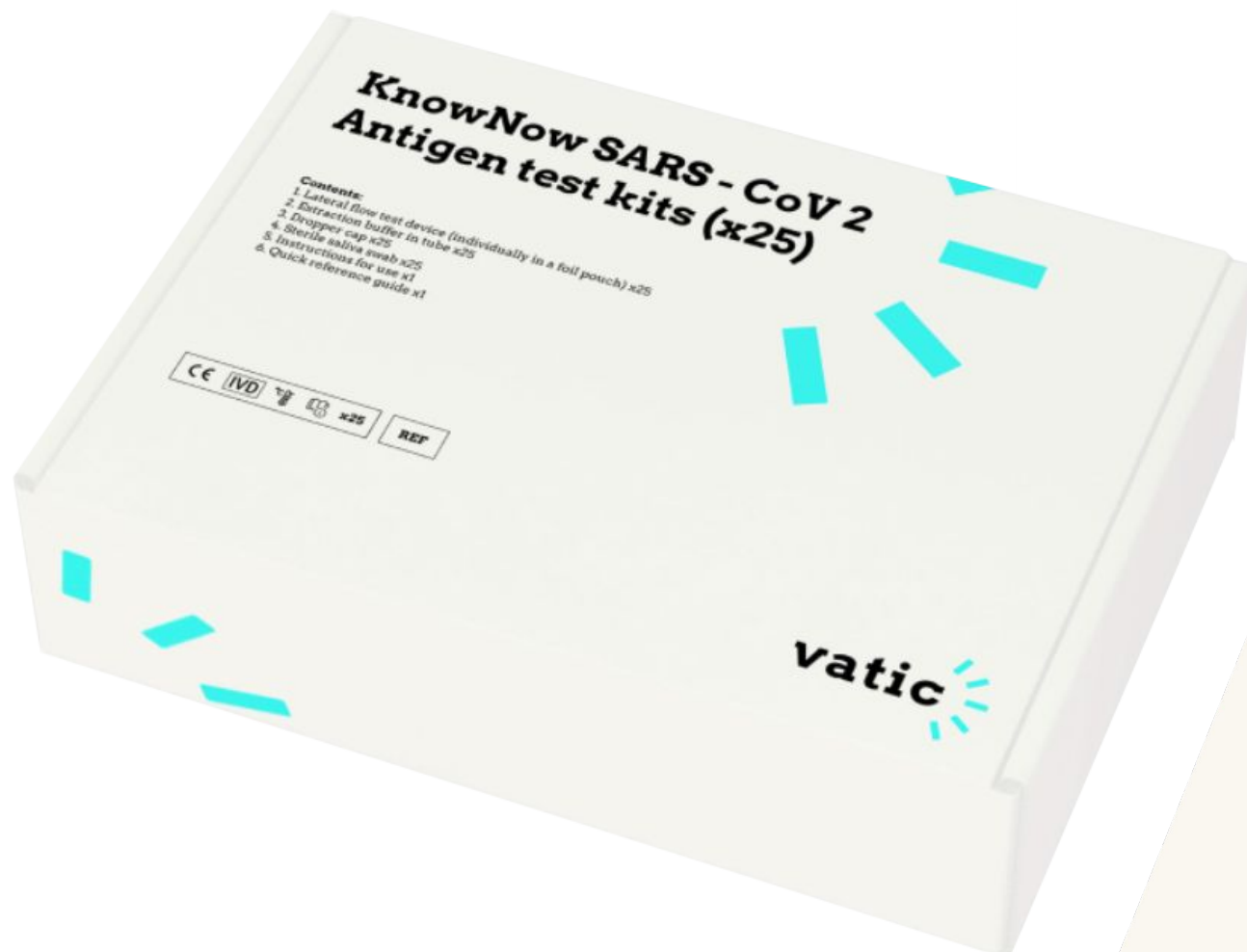


Penfold

Penfold is the first ever pension company created purely for the self-employed. Dubbed 'the Monzo of pensions' due to its simplicity, authenticity and surprising lack of jargon, Penfold is tackling the self-employed pension crisis by allowing freelancers to set up a pension online in under five minutes.

Transatlantic launched Penfold to the UK with a big burst of national media engagement, achieving coverage in the FT, the Sun, the Daily Mail's This is Money and the Times in less than three weeks, opening them up to a potential audience of over 28 million.





In December, Transatlantic supported the launch of the world's first affordable saliva test for Coronavirus with results in under 15 minutes.

Developed by Vatic, a London-based healthtech company, the KnowNow COVID-19 test is unique in that it is easy to do via a non-invasive salivary swab and is designed to work on the spot – for example at an airport or in a queue for a nightclub or live event.

by investors LocalGlobe, Hoxton and Entrepreneur First, KnowNow is being piloted at major global businesses including airports, football clubs, retailers, entertainment venues and care homes.



Ode Growth Partners - a new venture fund backing bold European founders solving global systemic challenges - needed clear, compelling messaging to shape its launch and future communications.

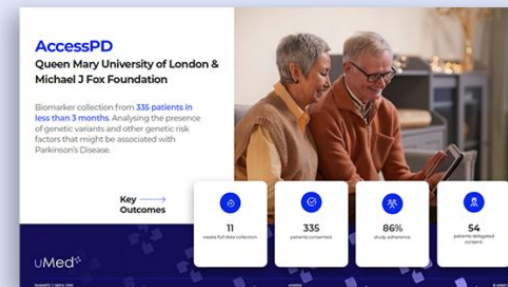
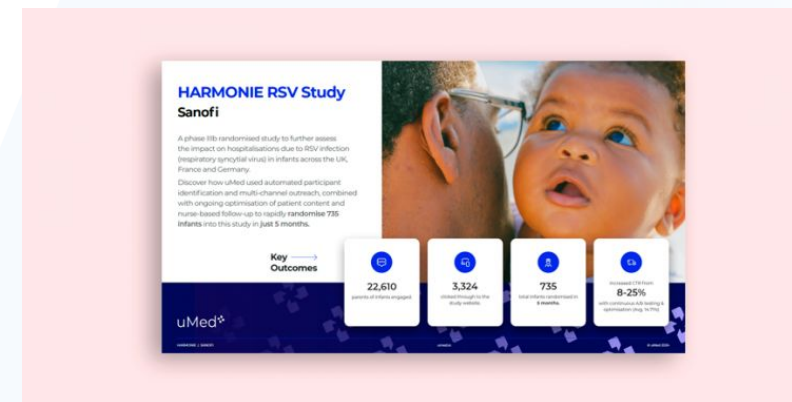
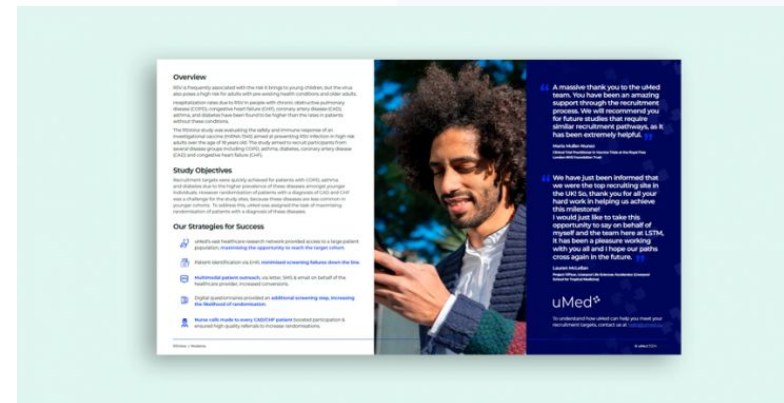
Transatlantic partnered with the Ode team to craft a full suite of foundational messaging: from brand positioning and investment principles to a refined elevator pitch and website copy. The work culminated in a powerful articulation of Ode's distinctive approach to resilience, backing visionary technology companies that drive systematic change in a complex world.





uMed is a tech startup that automates the processes in running clinical research registries. They help healthcare providers across the UK and US participate in more clinical studies. The Transatlantic team has been working with uMed to announce its new investment to business, technology and healthcare audiences.

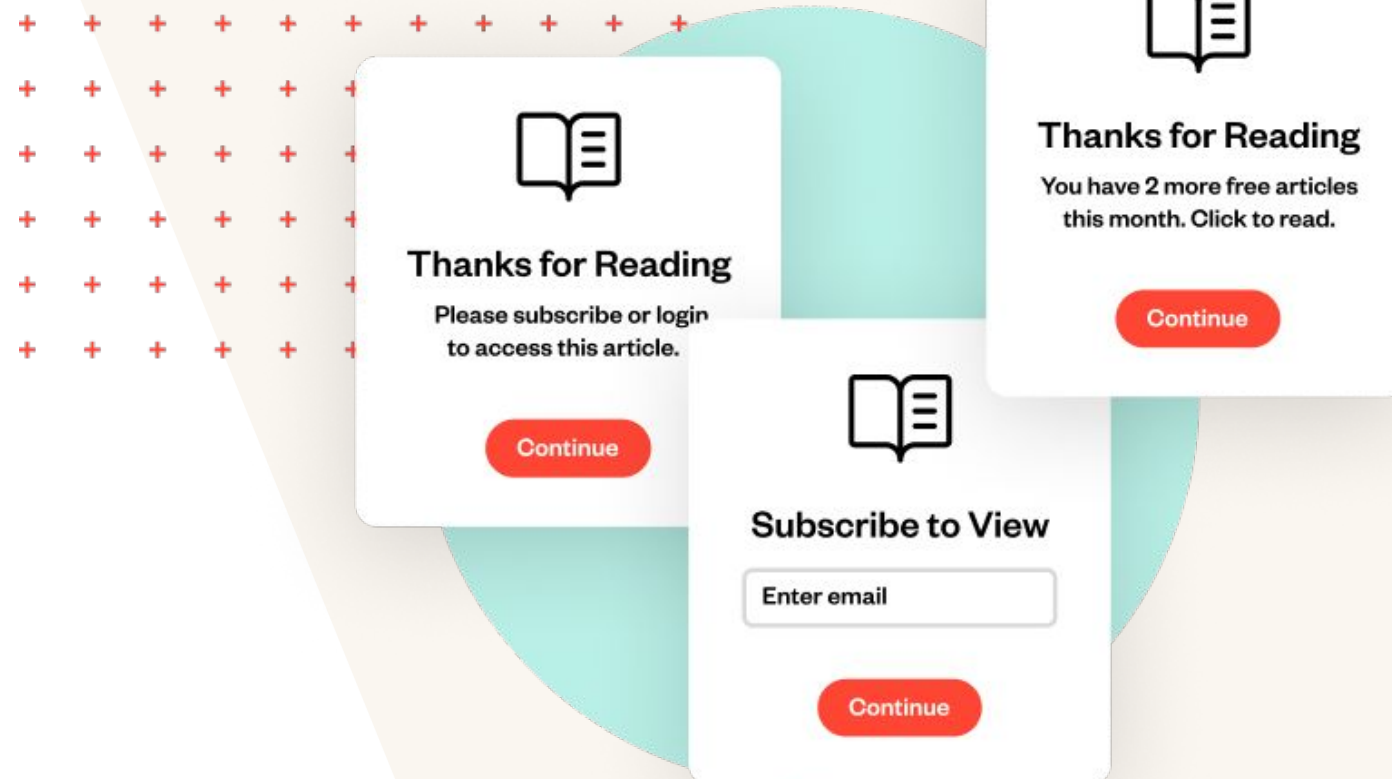
Their unique platform resonated with the media. Transatlantic secured a live interview for uMed's founder on Sky News' Ian King Show as well as over 20 pieces of coverage on key online titles including Fierce BioTech, MobiHealthNews, Proactive Investors, UKTN and Seedtable. In addition, Transatlantic successfully placed a four-page profile piece on the founder in Health Investor magazine.





With readers increasingly devouring content online, media companies are facing dwindling revenue from print sales. They need to turn online readers into paying subscribers. Zephr enables them to do just that through their innovative tech platform.

Zephr raised \$8 million in a Series A round, and engaged Transatlantic to work on the raise announcement, with us tasked with strategising and implementing the media roll out in both the US and UK. We successfully placed exclusives in Tier 1 media on both sides of the pond with Sky News (UK) and TechCrunch (US) and then rolled out to all key media targets within the media, publishing and tech space.



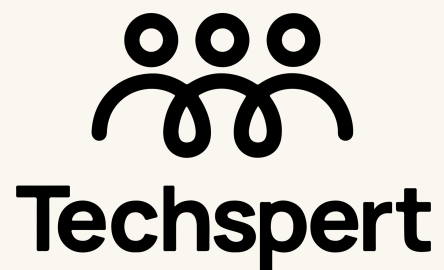


XYZ Reality is unlocking deep-rooted productivity challenges on the construction site using Augmented Reality (AR) technology. It has developed the world's first Engineering Grade AR headset, enabling construction management teams to view and position Hyperscale BIM Models on-site, in real-time, to millimetre accuracy.

XYZ, which has been named amongst the UK's hottest start-ups and top construction technology firms, has engaged Transatlantic to raise its profile across industry and investor audiences.

In advance of exciting announcements in the pipeline next year, Transatlantic has initially secured thought leadership pieces in publications including BIM Today, UK Construction Online and PCB Today.





techspert.io is the world's first AI-driven solution for precision-matching businesses to the most qualified expert of the moment, anywhere in the world, on any topic.

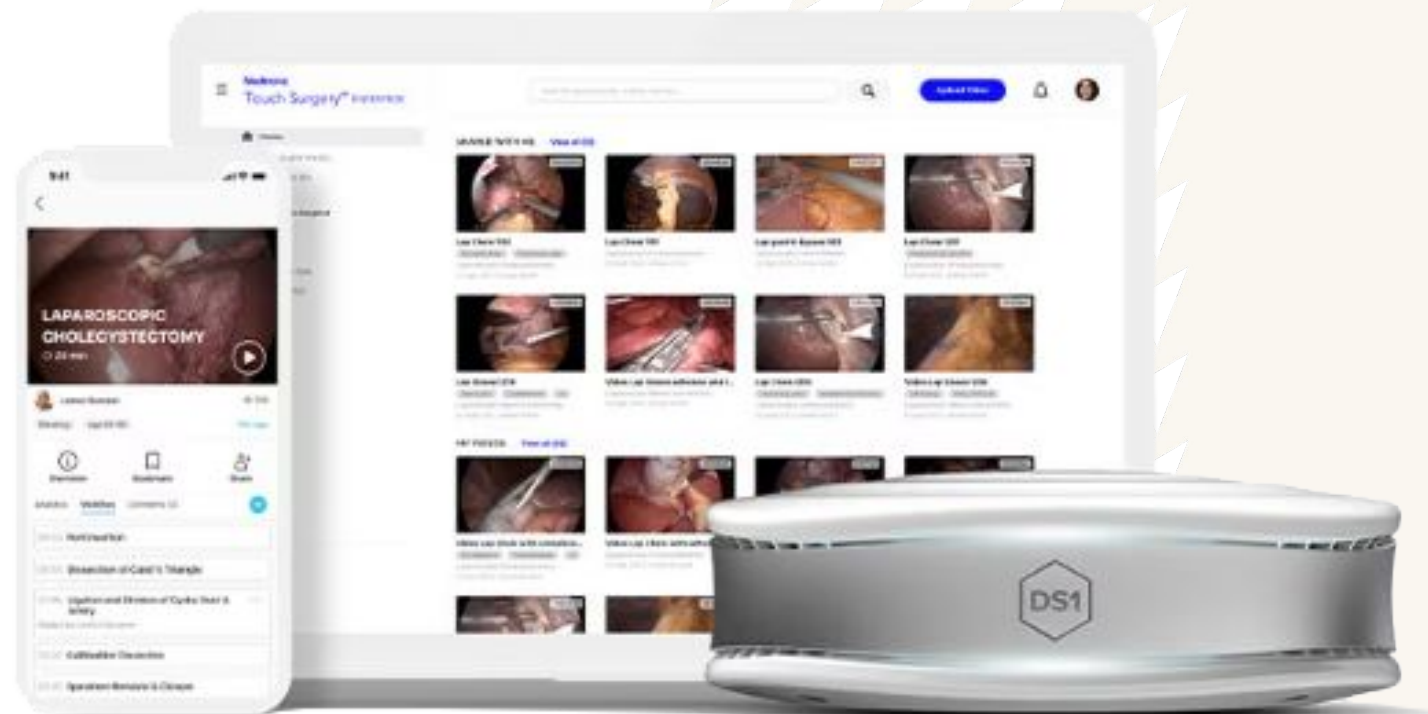
Companies in fast-paced industries rely on high quality, highly relevant expert insight to inform business critical decisions and techspert.io makes those connections...fast. Transatlantic worked with techspert.io to define its messaging and create a media kit, before announcing news of the latest VC funding that was set to finance further technology development as well as expansion plans into the U.S. and new global industry sectors.

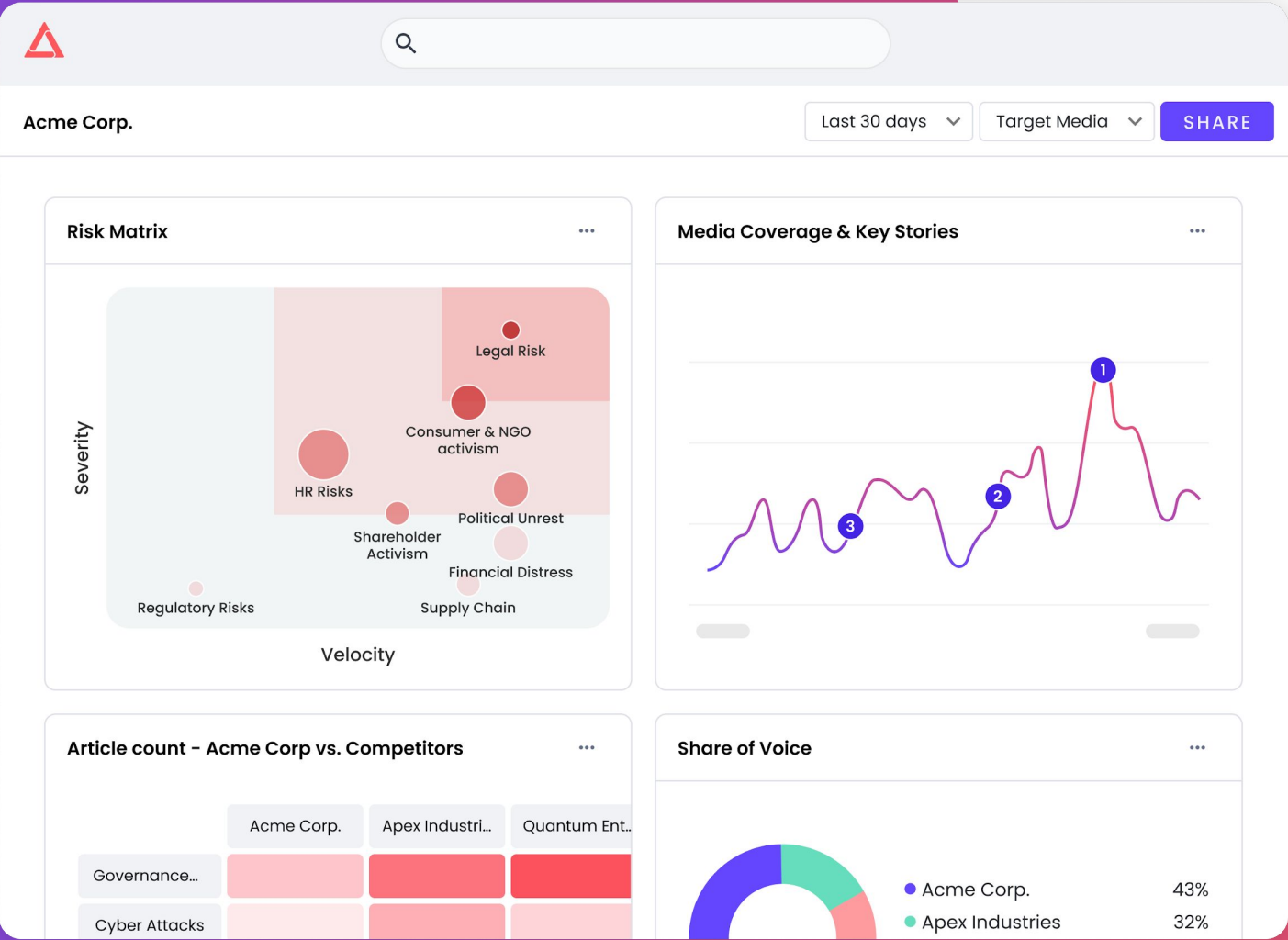




Digital Surgery is a UK-based artificial intelligence and surgical AI simulation company offering improved solutions for surgeons and patients. Its mission is to digitize surgical training using cutting-edge AI computing and to support the delivery of consistent, data-driven and evidence-based surgical care.

Transatlantic worked with the Founders to achieve PR repositioning across US and UK health media sectors, supporting the company with strategic media counsel and delivering targeted coverage on national broadcast media, as well as digital and clinical device publications. In 2020 Digital Surgery was purchased by Medtronic and continues its growth as part of





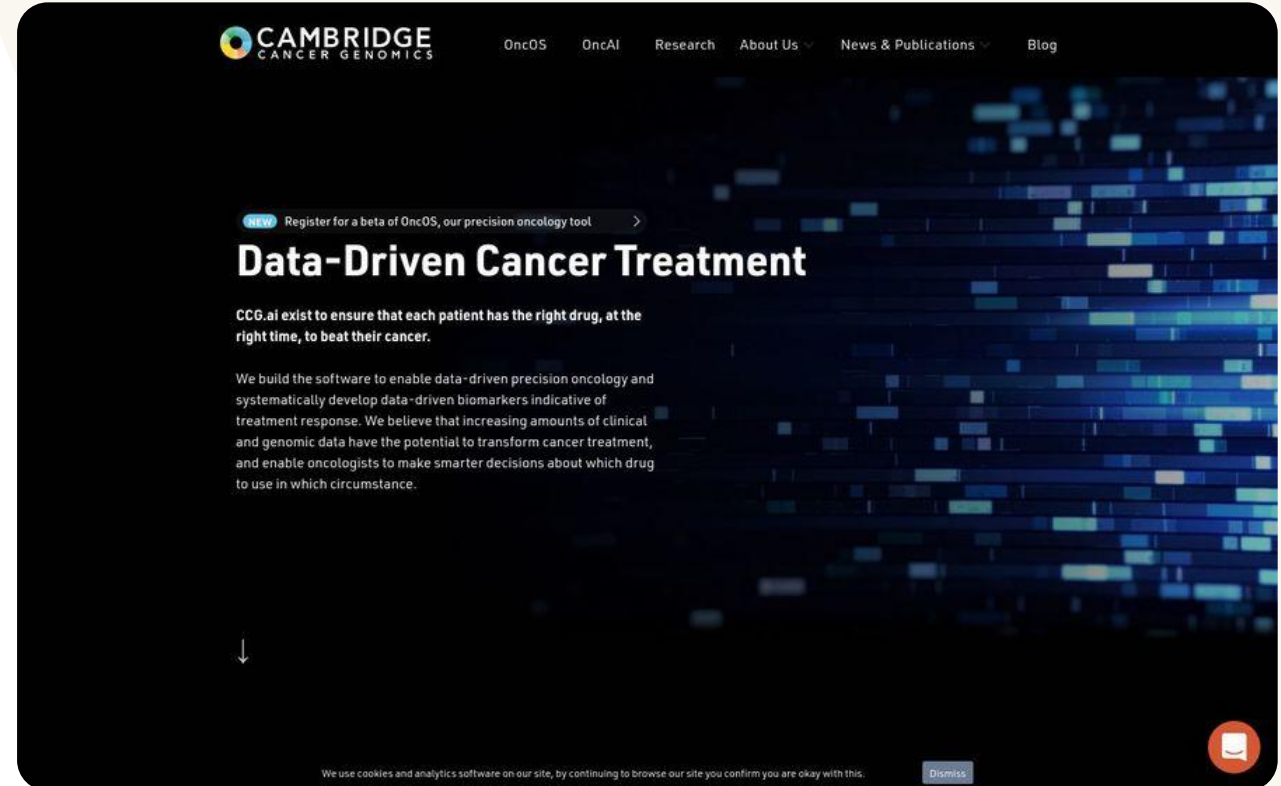
We worked with Signal , an AI-driven decision-making platform, to develop their GTM communication strategy.

We undertook a comprehensive perception review, identified the key drivers of brand perception and put these at the heart of a full corporate narrative, and a comprehensive communications strategy. These helped to prioritise events, content and PR collateral that could be activated for maximum pipeline effect.



CCG builds precision oncology solutions for everyone. Their technology gives Doctors the power to act faster on cancer.

Working with their team, Transatlantic forged a powerful brand positioning and messaging framework. This was created to articulate CCG's ground-breaking work in a meaningful and compelling way for multiple audiences: patients, healthcare specialists and investors. This enables them to deliver better communications, faster.





think like amazon

To support the UK launch of 'Think Like Amazon – 50 1/2 ways to become a digital leader', we are finding broadcast, online and podcast opportunities for the author and ex-Amazon executive John Rossman.

Our approach includes tailored editorial pitches to technology, retail, digital transformation and business outlets offering John as an expert interviewee and commentator on topical technology and digital trends.



WeFiFo is a marketplace to connect buyers and sellers of shared food experiences.

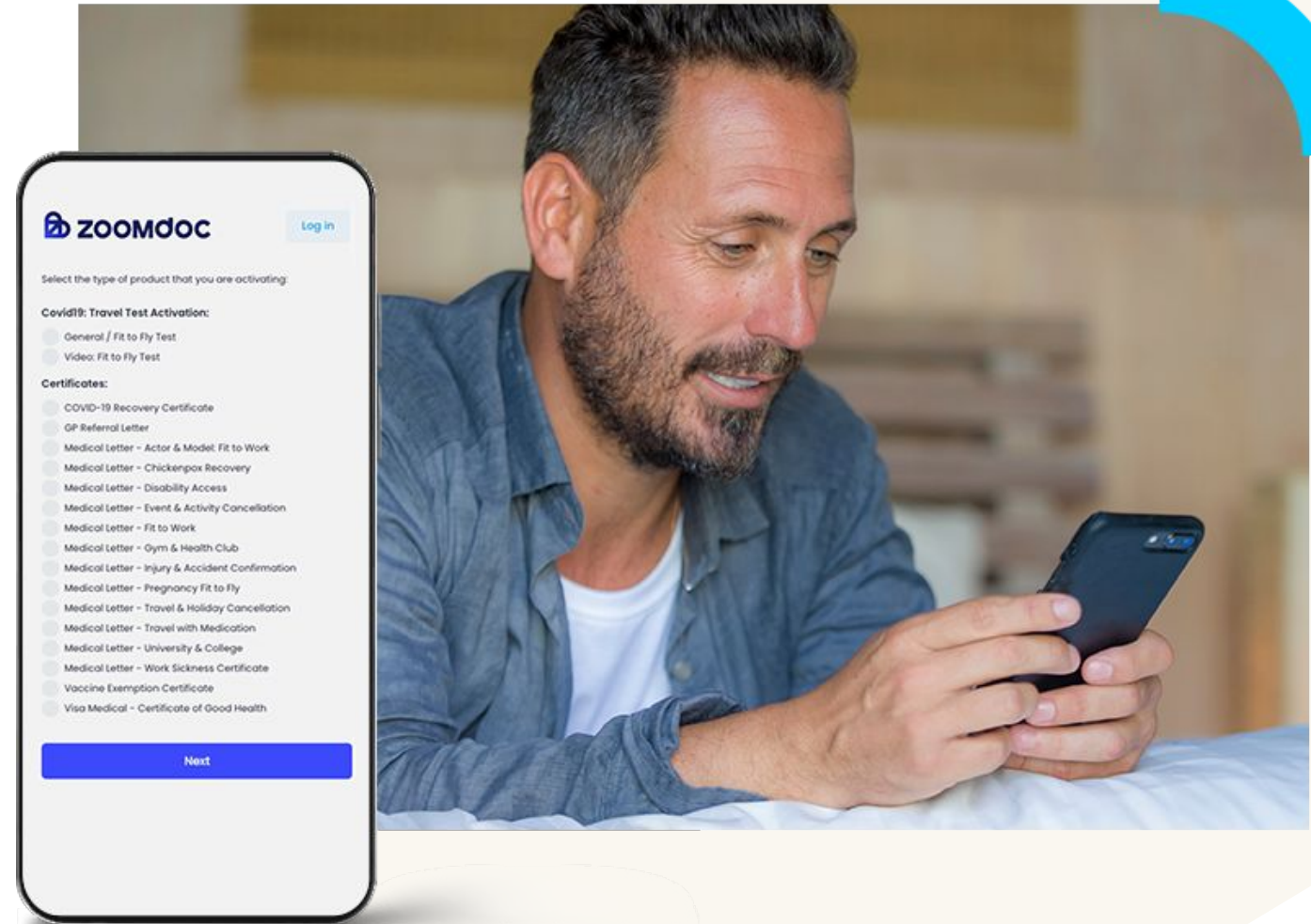
We worked with them to create a positioning to express their vision to democratize shared eating experiences created by home cooks. 'Share the cook's table' brought to life the role WeFiFo plays in helping cooks to satiate people's primal need for food and togetherness.





ZoomDoc asked us to help with their repositioning as the leading provider of on-demand 24/7 GP services through an app, enabling patients to connect from the comfort of their own home, hotel or office in minutes.

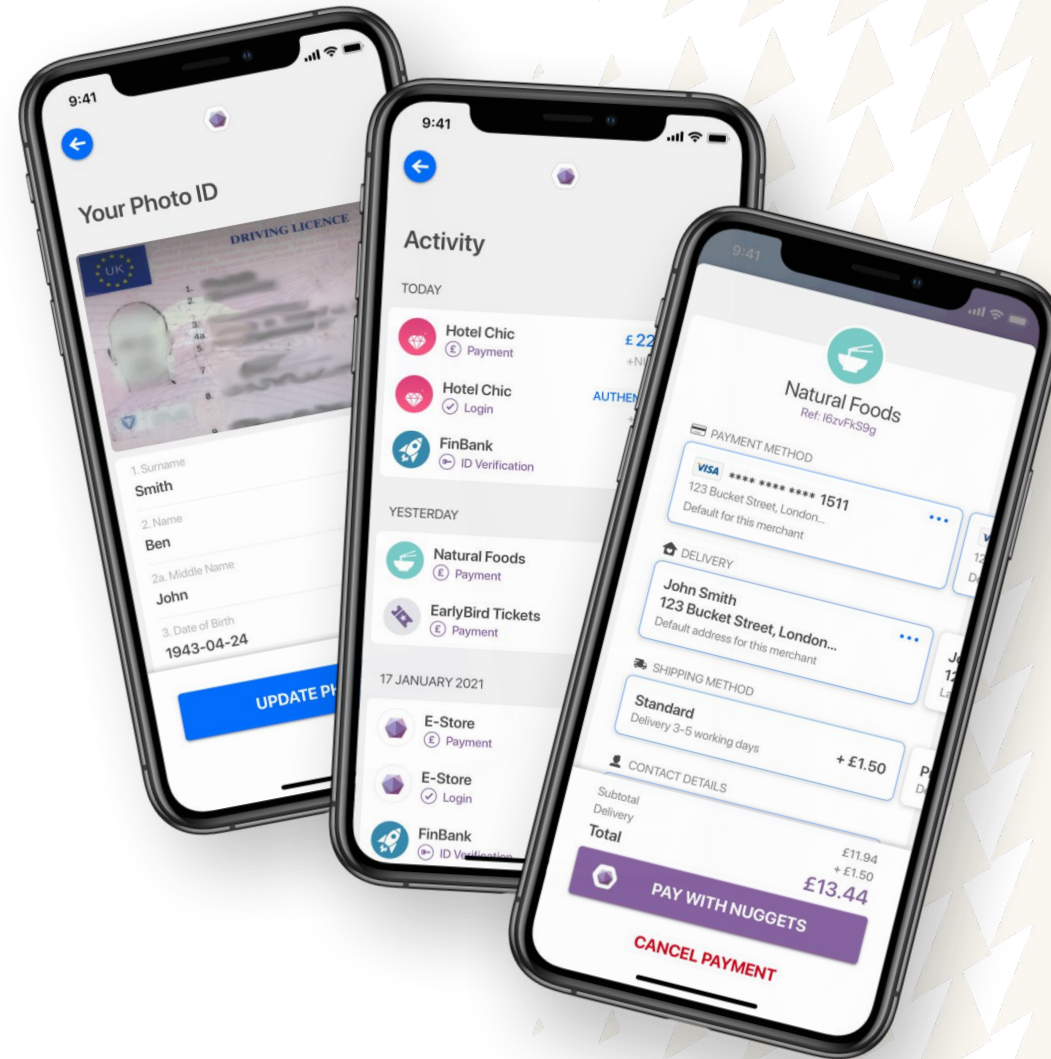
We worked with the founder Kenny on language, developing how they talk to consumers to establish the brand, and developing the business model.



nuggets

We worked with nuggets, a single-login secure payment platform based on blockchain technology, at a very early stage to define their mission, vision and values, messaging house and initial GTM language.

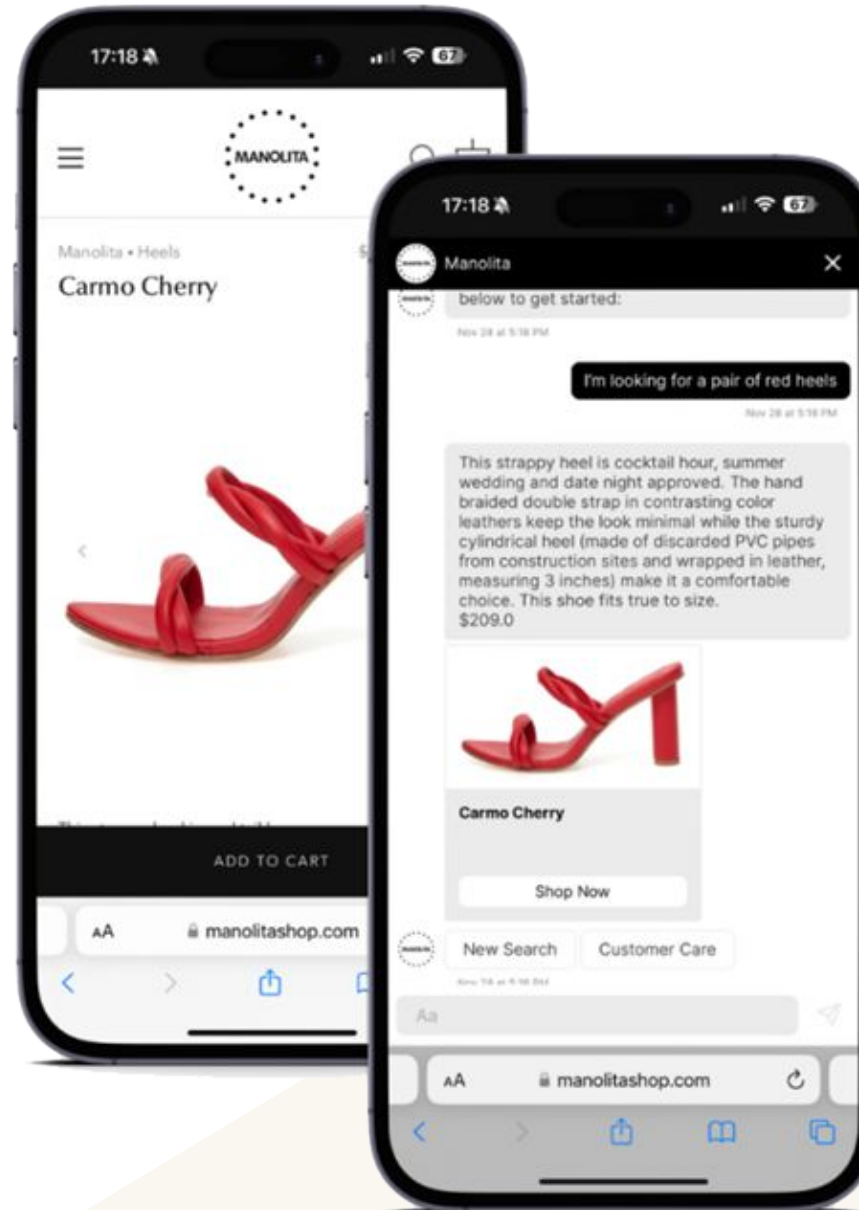
We then used this to create PR outreach documents and pitch collateral for investors. Nuggets subsequently underwent an ICO and are now partnering with a range of major brands to bring their service to consumers.





GameOn is a technology company specialising in chat bots especially for the media and entertainment industry. Their technology powers intelligent chat applications across multiple platforms for some of the world's largest enterprises.

The team briefed Transatlantic on a business development push in EMEA as well as working with them to raise awareness in media. We set up over 10 meetings for them with leading rights holders and publishers which has led to successful deployments and further conversations for the business.



LET'S DO THIS

Transatlantic teamed up with leading US and UK running, cycling, tri and obstacle experiences platform Let's Do This to tell the story of its \$60 million Series B fundraising to UK national media.

Our team secured a raft of coverage, including high-impact pieces in Sky News and TechCrunch outlining the company's growth plans and mission to inspire people to come together to experience moments that make them feel alive.



CLIENT TESTIMONIALS

▶▶ Transatlantic ticks every box an ambitious startup could want from a PR agency – great strategic advice, a black book that's second to none, an ability to relentlessly generate coverage, access to a diverse team and their respective networks, super pragmatic and fun to work with; and all this combines to deliver a great ROI.

Tessa Clarke, CEO & Co-Founder | Olio

▶▶ The media coverage secured by Transatlantic has far exceeded our expectations. We've been highly impressed by the team's network of contacts, industry knowledge and agility. They have taken away the pressure and worry of getting such an important element in a fundraising announcement right, while keeping us informed every step of the way.

Dr Ameera Patel, CEO | TidalSense

CLIENT TESTIMONIALS

- ▶▶ Transatlantic has played an instrumental role in helping us create compelling content and achieve genuinely impactful media coverage that has had a clear effect on our user acquisition. From the get-go, I have been impressed with the team's enthusiasm, tenacity, strategic guidance, and ability to drive constant results. Heading up a rapidly scaling business means working with people that 'get' the founder's lifestyle is crucial for me – and Transatlantic really do.
- Iain Griffin, CEO and Co-Founder | Seatfrog

- ▶▶ As an early stage company, without much PR experience, we relied on the phenomenal expertise and guidance Transatlantic provided in crafting an impactful narrative that resonated with potential customers and future investors alike, securing an incredibly high profile life announcement of our raise on Sky News with Ian King. Their writing is superb and the speed at which they understood our mission and values was impressive, together giving us great confidence in this experience. They just 'get' start-ups.
- Graham Mills, PhD, Co-Founder & Managing Director | techspert.io

CLIENT TESTIMONIALS

- ▶▶ Spire has always had a strong sense of its own brand, but we were too close to it ourselves and had to find an outside perspective. We wanted to drive awareness of our service and products but we also needed to go back to basics and establish the true core of our story. Why did we exist as a business? What opportunity were we seeing for Spire in the marketplace? How should our industry and investors perceive us?

Transatlantic helped us go back to the start and built a corporate narrative that fused positioning; a sense of purpose and a clear set of reasons why we were destined for success. They then set about finding coverage on FOX and SKY to put our new narrative to the test. Today, we feel significantly more confident in our brand message.

READY TO HELP

Please get in touch and let's have a chat
about how we can accelerate your journey.

info@transatlanticent.com

TRANSATLANTIC