



TRANSATLANTIC

# Who we are

We're global marketing and communications specialists working with founders of fast growth, entrepreneurial businesses that want to change the world.

Over the past decade, we have collaborated with some of the world's most successful start-ups including Skype and SwiftKey to engage worldwide audiences, connect with strategic partners, and drive growth.

We are now helping the next generation of founders disrupt categories, reimagine products and invent the future at a faster rate than ever before.

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

# Driving growth requires more than great products or ideas

Startups are exciting, fast-paced places to work - their founders busy developing ideas that could change the world.

Initiatives and activities not directly linked to product innovation often get left behind.

Strategic marketing and communications becomes a 'nice to have' - something that costs time, money and resource at a stage when all are in short supply.

This represents a huge missed growth opportunity. Simply put, startups that tell their story with clarity, direction and purpose, are invariably the ones that grow most quickly.

# Traditional agencies struggle to support founders

Many startups explore external marketing agency relationships to try and support their business growth. Sadly, few realise significant value from these relationships.

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

## An approach specifically for founders

- **Action-oriented**

Because founders need results, not frameworks

- **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

- **Common sense pricing**

Because every startup has its own unique set of needs

# 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.

# Fame

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

We specialise in delivering high-impact campaign activations through the channels that make the most sense for your business – from media relations and influencer marketing to talent endorsements and product integration.

We not only get your message through to the prospective customers, investors, partners or stakeholders that matter the most to you, but we leave them with a lasting, positive impression.

# Rolodex

Even in today's hyper-connected, global business community, who you know matters. The quality of your network matters. It's what gets you in the door.

We can give you access to the world of celebrity agents, to the senior decision makers within the global media industry, to leading UK and US investors, to CMOs and heads of brand at some of the biggest companies in the world, and much more besides.

We make it our business to help you forge connections to accelerate your business growth. Because that's what a true rolodex is all about.



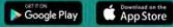
Our work

## OUR WORK

### OLIO

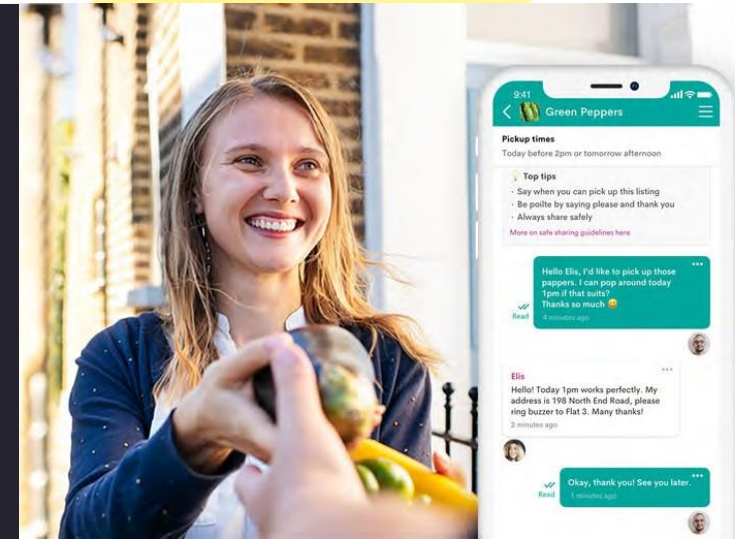
**Share more.  
Waste less.**

We're helping neighbours share food and other things, rather than chuck them away. It's fast, free, and friendly 🍌



### 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 fundraising and led the evolution of Olio's narrative as it began to embrace non-food sharing on its platform.



### huboo

### 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.



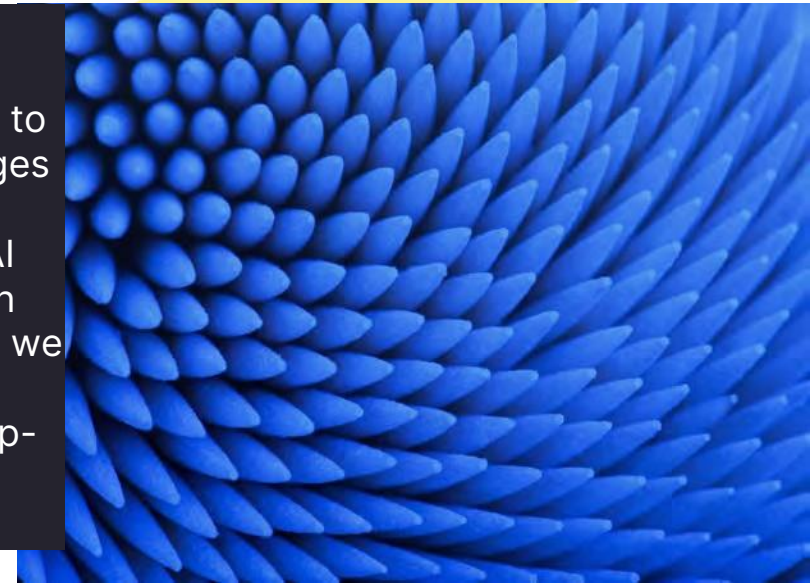


## OUR WORK



### Evident

AI intelligence platform Evident engaged Transatlantic to craft a compelling narrative explaining how it encourages greater transparency in the race to adopt AI, before debuting its groundbreaking research into banking AI adoption with the global news media to coincide with Evident's company launch event in London. Since then, we have been at Evident's side every step of the way, handling ongoing press office enquiries, developing op-eds and sharing its data with the world.



### Pictura Bio

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.





## OUR WORK

### TidalSense

#### TidalSense

TidalSense sits at the forefront of COPD and asthma diagnosis and engaged Transatlantic to support the healthtech company through an extensive rebrand, relaunch and investment announcement. Securing a TechCrunch exclusive, followed by a wide range of tech, business and healthcare titles, we've made great strides raising awareness of TidalSense amongst its key audience of primary care and diagnostics provider market within the UK and beyond.



#### Samsara

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



## OUR WORK



genedrive

### genedrive

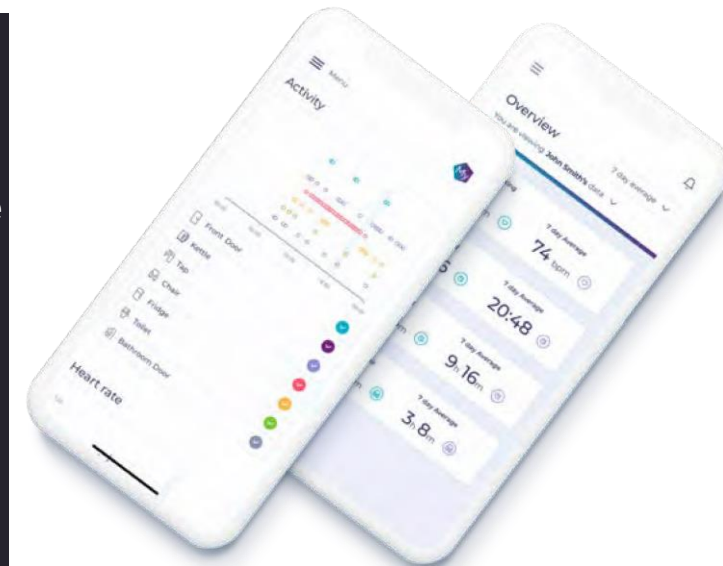
Genedrive is a molecular diagnostics company that develops ground-breaking diagnostics tests that can be used for the identification and treatment selection of infectious diseases, human genotyping, pathogen identification, and various other applications. We have supported genedrive with a series of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



MySense™

### MySense

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.



## OUR WORK

# KOOS

### 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.



### 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.

# hackajob

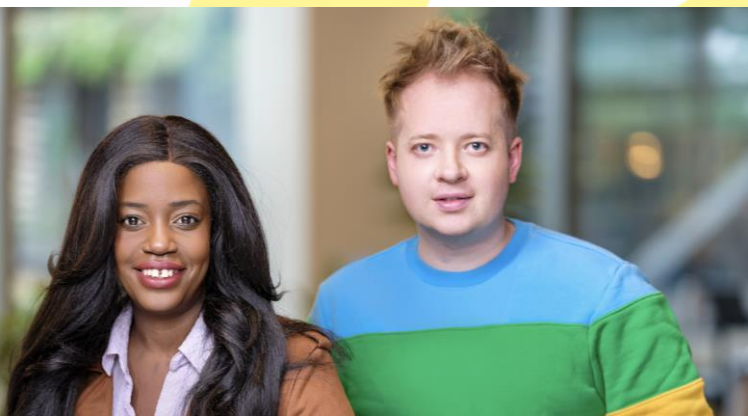


## OUR WORK

# Clinithink

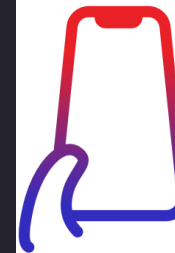
### Clinithink

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.



### Sticky

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.



# STICKY®

## OUR WORK



### Rapyd

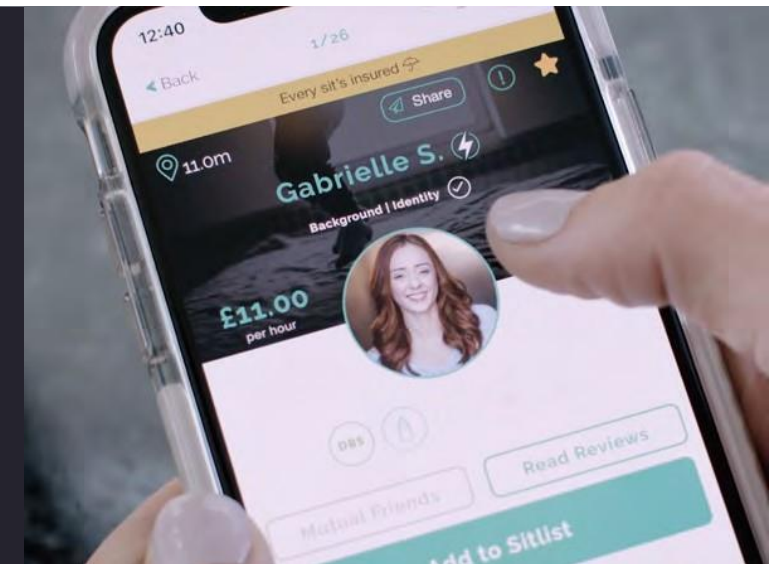
Global payment platform Rapyd engaged Transatlantic to tell the story of how Israeli's highest valued unicorn is powering growth and enabling seamless cross-border trade for businesses everywhere. Transatlantic was able to weave together the multiple components of Rapyd's vast and complex story into 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.



### 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.





## OUR WORK



### PillSorted

Transatlantic launched PillSorted to the technology media in April 2022 with a fundraising 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.



### Flexciton

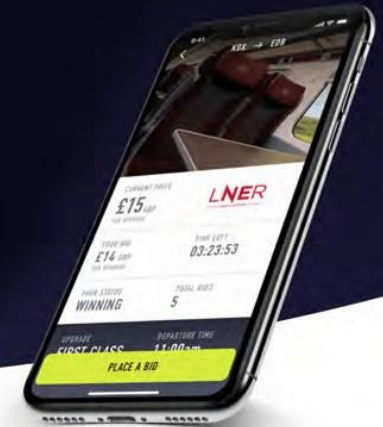
When optimisation technology company Flexciton secured an impressive £5m funding in its Series A round, it engaged Transatlantic to help ensure the news spread far and wide. We kicked off the fundraising media strategy by securing an exclusive launch piece in top tier title Fortune, which was followed with wider pieces across tech, startup and trade media including UKTN, EU-StartUps, BBC and Growth Business.

## OUR WORK



### Seatfrog

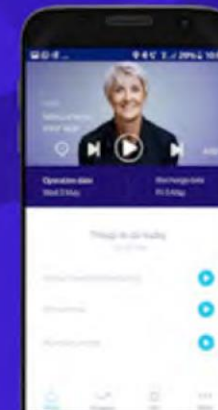
Transatlantic runs Seatfrog's b2b and b2c press office, positioning the money-saving travel app as the future of UK train travel. We regularly secure widespread, high impact coverage across national media such as BBC's CEO Secrets, the Times, Mail Online and Sky News for investment news, founder profiling, reactive news commentary and money-saving features.



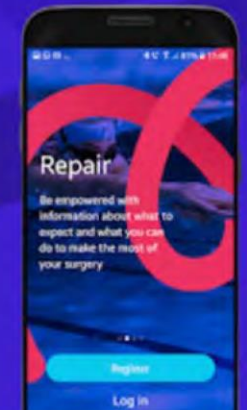
### myrecovery

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.

With myrecovery, your clinical team has created a digital companion for your treatment



Supporting you through your entire recovery journey.



Inter  
ma  
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## OUR WORK



### GoodClub

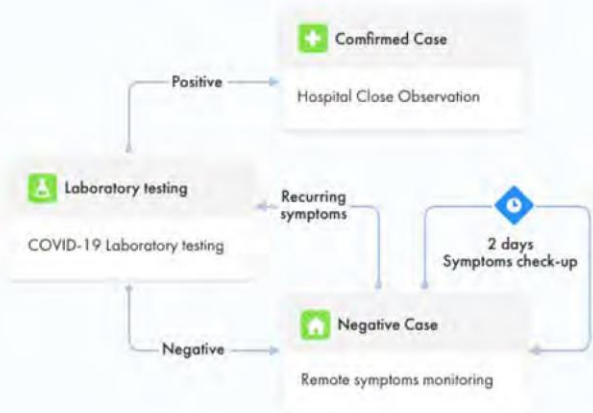
Good Club is the UK's leading zero-waste online supermarket. Transatlantic supported Good Club in 2019, working with the founders to deliver impactful awareness of their business in B2B and B2C media, in order to drive their fundraising on CrowdCube. In two months, Transatlantic had helped Good Club 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.



### Awell

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 in 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.



## OUR WORK



### ScienceCreates

#### Science Creates

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.



#### Reveal

British success story Reveal provides body worn cameras to over 40 countries across the world. Founded in 2002 by former broadcast engineer Alasdair Rennie, the company has risen to become a market leader amongst police forces, prisons, and local governments worldwide.

Transatlantic are currently driving awareness for the technology amongst retail, healthcare and education sectors. As well as widespread trade media coverage amongst these sectors, the first media outreach activity secured interviews with the Daily Telegraph, London Evening Standard and Sky News with coverage also secured in the Times and Daily Mail.





## OUR WORK



### Perch Peek

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 fundraiser, 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.





## OUR WORK

The Vatic logo is displayed in a bold, black, sans-serif font. To the right of the text, a woman with long brown hair, wearing a white blazer over a red top and white pants, is captured in a dynamic jumping pose against a light blue background with abstract yellow and blue geometric shapes.

vatic

### vatic

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.



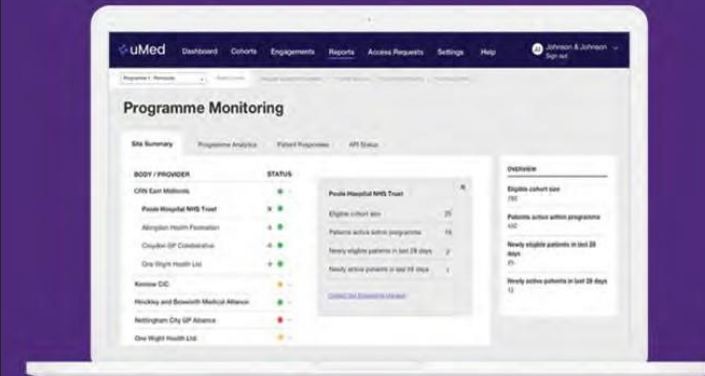
### uMed

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.

The uMed logo is shown in a white, sans-serif font. To the right of the text is a white cross symbol. Below the logo, the tagline 'THE POWER BEHIND THE CURE' is written in a smaller, white, sans-serif font. The background of the image shows a close-up of two hands gently holding a heart, with a soft, warm light illuminating the scene.

uMed

THE POWER BEHIND THE CURE



## OUR WORK



### Zephr

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

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.





## OUR WORK



### Techspert

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

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 the world's largest medical device manufacturer.



## OUR WORK



### Signal

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

Track your world in real time:  
stay ahead of the story

[Request a demo](#)



### Cambridge Cancer Genomics

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.





## OUR WORK

### Think Like Amazon


To support the UK launch of 'Think Like Amazon - 50 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.



The book cover for 'Think Like Amazon' by John Rossman is shown. It features a brown background with an orange cloud-like shape containing the title 'think like amazon' in white and black text. Below the title, it says '50 WAYS TO BECOME A DIGITAL LEADER' and 'John Rossman' with his credentials.

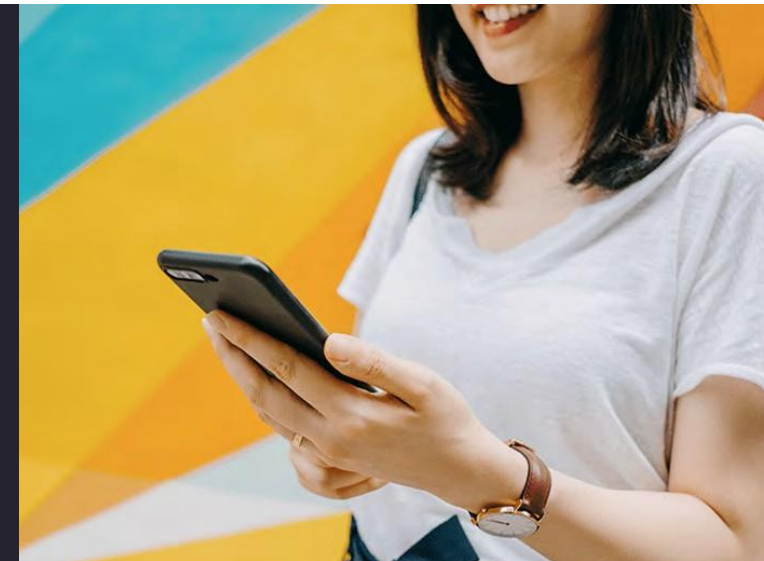
**think like  
amazon**

### Holler



The Holler logo is displayed, featuring the word 'Holler' in a large, black, sans-serif font. Above the text are several colorful circles in shades of pink, blue, green, and orange, along with small cartoon characters.

Holler is a global content engine for messaging apps which helps people have better conversations. Holler's "Smart Suggestions" offer users contextually relevant and emotionally expressive content for their personal or group chats through live streamed branded emojis and stickers. Powered by proprietary AI technology, Holler is at the vanguard of intent-based marketing, helping brands and IP owners seamlessly integrate their messages within the world's biggest messaging apps. Transatlantic are a strategic consultant to the Holler business, providing support on commercial relationships with messaging platforms, content strategy, and are also leading the growth of Holler's advertising business in EMEA.





# OUR WORK

## ATHEER LABS

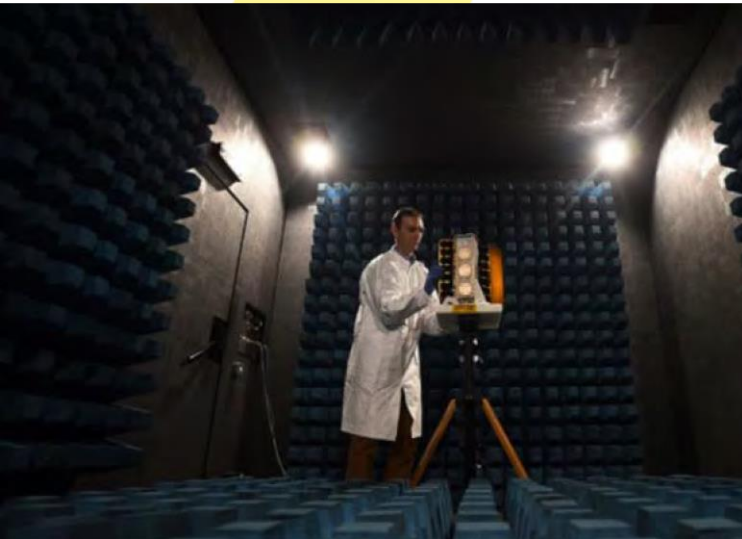
Atheer Labs is the world's biggest provider of professional enterprise augmented reality headsets. We defined their vision, mission and values, company narrative and marketing tag-lines. This clarification, with elegant content and strong PR ideas, has helped them connect their target audiences. Also led to coverage on UK television's Sky News, Fox Business and in TechCrunch.



## Spire

*Brand narrative & positioning*

Spire provides weather, maritime, and aircraft tracking data and insights, gathered from its constellation of advanced nano-satellites. Transatlantic worked with the exec team to create a compelling new vision, brand narrative and comms strategy. Created to driver new business, this brings to life the profound impact their products are starting to have on people, business, and governments around the world.





## OUR WORK



### WeFiFo

#### *Brand narrative & positioning*

WeFiFo is a market place 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

#### *Brand narrative & positioning*

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.

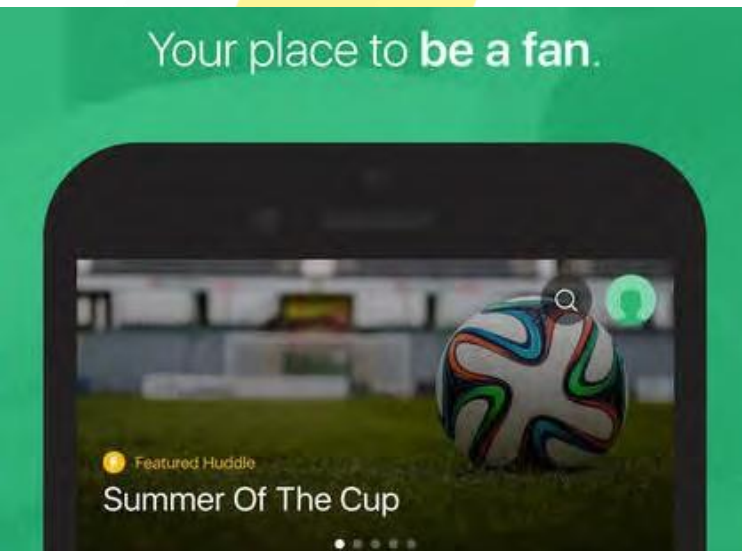
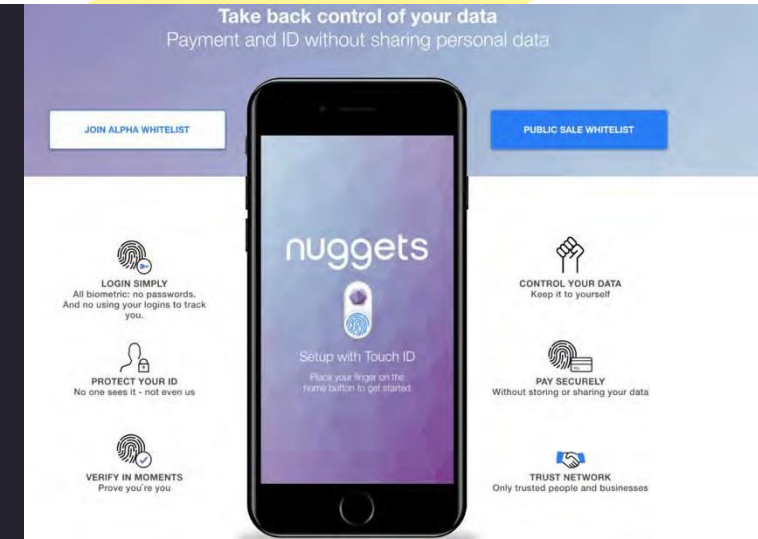


# OUR WORK



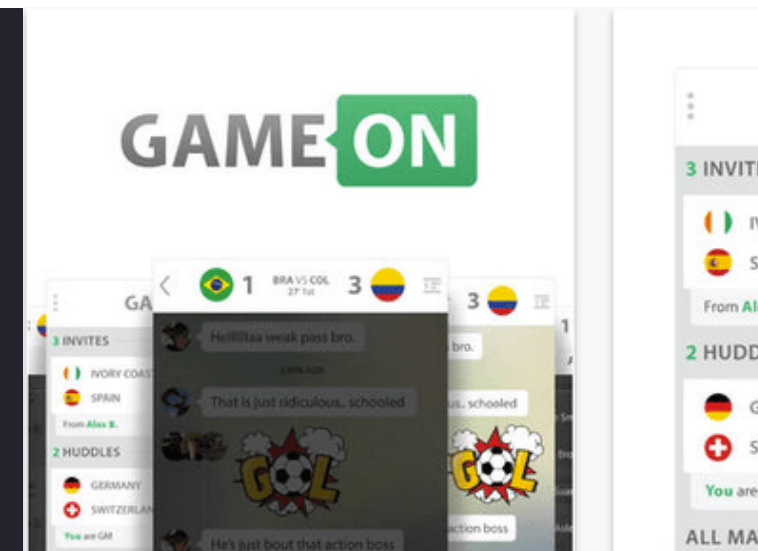
## NUGGETS

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

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. They 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.





# 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 fundraise announcement right, while keeping us informed every step of the way.”*

**Dr Ameera Patel, CEO, TidalSense**

*“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 lifestyle is crucial for me – and Transatlantic really do.”*

**Iain Griffin, CEO and Co-Founder, Seatfrog**

# 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."*

**Peter Platzer, CEO of Spire Global**

*"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 live 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**





## Ready to help

We'd love to help.

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

Thanks

Transatlantic

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