

# PR AN ESSENTIAL BUSINESS DEVELOPMENT INGREDIENT, SAY 34% OF TECH START-UPS

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Rainier PR publishes 'PR for Start-Ups and Early Stage Companies' White Paper

A resurgence in the fortunes of emerging technology firms in the UK is partly being driven by their mastery of PR techniques, with 34% of start-ups listing PR as being in their top five essentials for successful business development.

Technology PR agency Rainier PR, which has offices in London and Cambridge, surveyed senior management at 50 early stage companies about what they felt had been key to their business success during 2003 to achieve goals such as attracting investors and securing customers.

The top five issues cited were:

1. Recruitment of senior management (72%)
2. Solid investment (64%)
3. Clear product/service roadmap (56%)
4. Infrastructure (42%)
5. Public relations (34%)

The findings show that the relative impact of PR for start-ups can far outstrip that of larger technology companies that have already established mindshare in their markets. Several start-ups even claimed that their success in securing positive press exposure had been a determining factor in their negotiation of a business exit via trade sales.

"Whereas during the last technology boom many start-ups struggled for recognition and most resorted to hype at no small cost, today's entrepreneurs seem to be instigating smarter and more focused PR that delivers a direct return for their businesses. Behind the scenes, the success of the new breed of British technology start-ups is being driven by some seriously savvy marketing brains," said Stephen Waddington, managing director of Rainier PR.

To support the research Rainier PR has developed a white paper, PR for Start-Ups and Early Stage

Companies, which gives insight from CEOs, marketing directors and journalists on how start-ups can drive business development through PR. The white paper is available for free download from [www.rainierpr.co.uk/startup](http://www.rainierpr.co.uk/startup).

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#### About Rainier PR

Rainier PR is a leading business-to-business technology PR agency. Based in London, it employs 10 people and had 2003 revenues of approximately £1.1 million. In 2002, the company was wholly acquired by its management team. Rainier PR is a top 40 UK technology PR consultancy as well as a top 100 UK PR consultancy (PR Week magazine). For more see [www.rainierpr.co.uk](http://www.rainierpr.co.uk).

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