

Marketing Tool-Kit

June 2018



Valley Ventures™

Valley Ventures is dedicated to the advancement of water, energy or technology startups focused on agricultural applications through a four-month accelerator program.

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valleyventures.org



June 8, 2018

Dear Valley Ventures partner,

Thank you for your support in promoting our program. We would like to provide you with the following information, tips and tools to best assist you in your outreach efforts. Enclosed you will find information featuring an overview of the Valley Ventures Program, tips, materials, sample content and tools.

The Valley Ventures accelerator program is a cohort-based program that conducts two sessions a year. Applications are accepted year-round, typically beginning in March and August each year and ending with a Demo Day. During Demo Day, each of the participants have an opportunity to pitch their company to an audience of community members, other startups and potential investors.

For further information about the program please contact Benjamin Francis, Program Coordinator at 559-278-4107. For information and support with marketing the program please contact btvstudent@mail.fresnostate.edu or Laura Ramos at 559-278-2066.

Thank you in advance for your interest in our program.

Sincerely,

Laura Ramos



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About the program

Valley Ventures is an accelerator program of the BlueTechValley Innovation Cluster that assists entrepreneurs and innovators in the water, energy and agriculture spaces in growing their business. The program provides enrichment to companies through networking experiences, fundraising, mentorship, and technical knowledge from experts at Fresno State facilities like the Center for Irrigation Technology. Mentors range from successful founders who have built and sold companies, to experienced investors well-versed in the agriculture technology space, to seasoned executives who run or even own some of the largest agriculture-related firms in the nation.

The program consists of a twice-a-year cohort that channels around 12 to 15 potential companies through a series of trainings and events over a four-month period. Companies can participate in events like Demo Day, AgTechDay at Fresno State and the Central Valley Innovation and Entrepreneurship Forum.



Tips

1. Send a tailored email to your mailing list announcing our Valley Ventures application and include a link to our website. Refer to sample text on page 3.
2. Include an article about our program in your newsletter. Refer to sample text on page 3.
3. Retweet, like, or reply to our Twitter posts. Follow us on Twitter if you have not already: @btvcluster
4. Post on Twitter using the sample tweets on page 9 and use the hashtag #ValleyVentures.
5. Distribute our brochures at events you attend that target the Valley Ventures interested community.



Toolkit materials

Access to the most up-to-date material is available for download at the following public link <https://drive.google.com/drive/folders/1VtGj6vLP-w1D5uDajm5nCulbaQdn38Xt?usp=sharing>.

Photos

Photographs of Demo Day, which is an event where that the participating companies have the opportunity to pitch their companies to community members, startups and potential investors as well as photos of one of the cohorts in a workshop.

Logos

We have provided for you two options for our program logo - a horizontal and a vertical option, so you can use the one that fits your graphic needs. Please email us a copy or a link of where the logo is used.

E-banners

We have provided for you a few options of an electronic banner that is great for use on websites and social media as well e-blasts and newsletters.

Brochures

We are able to provide you with printed 3-trifold brochures to hand out at events you attend to those you feel could benefit from our program. In addition, in the link provided above, we have included an electronic version that you can download, print or share.



Sample e-blast

Looking to join a cohort that can help your company access investment opportunities, generate revenue, and establish a solid understanding of water, energy and agriculture industry? Know someone who is?

Valley Ventures (*fall/spring*) cohort is looking for companies with a for-profit business model with high potential to scale. Throughout the program, companies will receive close engagement with entrepreneurs and industry leaders in the agriculture, water, and energy technology space. Our mentors and speakers come from a variety of backgrounds ranging from successful founders who have built and sold companies, to experienced investors well-versed in the agtech space, to seasoned executives who run or own some of the largest agriculture-related firms in the nation.

Our program offers participating ventures:

- The opportunity to engage with potential customers, stakeholders, and leading investors.
- Feedback and guidance from entrepreneurs who have been in your shoes.
- A community of like-minded entrepreneurs looking to grow with you.
- Sector-specific startup curriculum tailored to the needs of agriculture, water, and energy tech companies.

If you are interested in applying for the Valley Ventures Accelerator, click the link:

<http://bit.ly/VVAPP>



Sample newsletter article

Valley Ventures, a BlueTechValley Accelerator, offers world-class startup curriculum and mentorship from industry leaders to entrepreneurs focused on water, agricultural or energy technology. Throughout the program, companies will receive close engagement with entrepreneurs and industry leaders in the agriculture, water, and energy technology space. Our mentors and speakers come from a variety of backgrounds ranging from successful founders who have built and sold companies, to experienced investors well-versed in the agtech space, to seasoned executives who run or even own some of the largest agriculture-related firms in the nation.

If you are interested in applying for the Valley Ventures Accelerator, click the link below:

<http://bit.ly/VVAPP>



Social media tools

Valley Ventures is a BlueTechValley accelerator program, and uses the @BTVCluster Twitter handle for its social media as well as the following key hashtags: #ValleyVentures and #ValleyVenturesAlumni. Below you will find a few sample tweets to use on your social media platforms.



Are you an entrepreneur looking to accelerate your #water, #ag or #energy venture? #ValleyVentures can help. Click here to learn more and apply for the (*fall, spring*) cohort! <http://valleyventures.org/about-us/>



Have a #water, #ag, or #energy innovation idea? In search of the tools and networking you need to grow your venture? Learn more about #ValleyVentures and apply for the (*fall, spring*) cohort today. <http://valleyventures.org/about-us/>



#ValleyVentures can offer your startup guidance from entrepreneurs who have been in your shoes, connections in the #energy, #water, and #ag space, and the technical tools you need for growth. Check it out and become a part of cohort (#) this (*fall, spring*). <http://valleyventures.org/about-us/>



#ValleyVentures is an #accelerator specifically focused within the #water, #ag & #energy technology space: <http://bit.ly/ValleyVentures> Is this you? Apply today!



#ValleyVentures primary focus is assisting companies to develop their revenue & to become profitable fast! <http://bit.ly/ValleyVentures>

Valley Ventures only uses Twitter at this time.