



FIELDHOUSE

BASE

CAMP

PR by subscription  
for pre-Series A startups

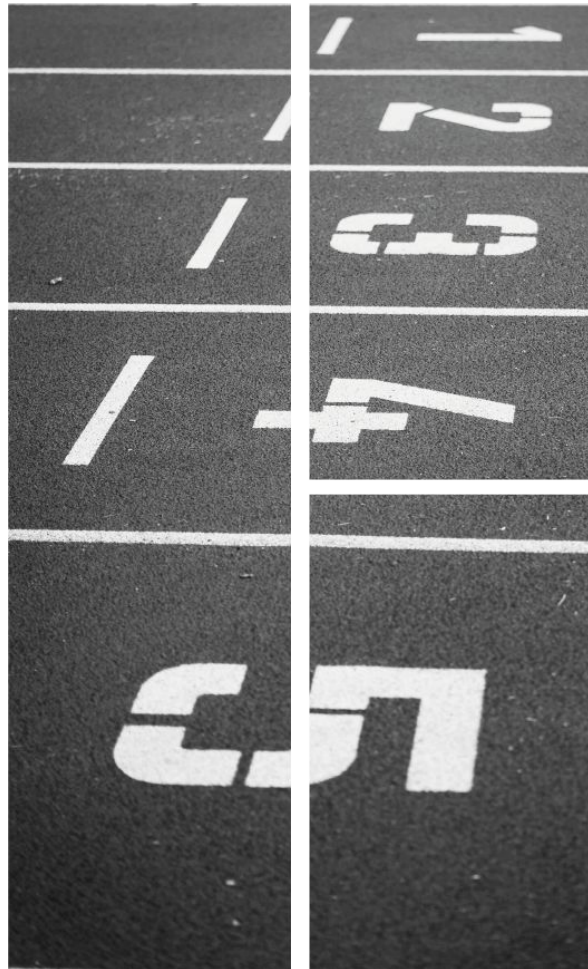
# WHAT IS FIELDHOUSE BASECAMP?

**A PR subscription service for pre-Series A startups that want to build their profile – but don't have the budget for full-service PR.**

BaseCamp builds on FieldHouse Associates' 10-year track record of helping businesses from all corners of the fast-growth tech, innovation, and investment ecosystem by sharing media intel and tips to help startups establish a media presence.

Through our full-service work FieldHouse's 25-strong team generates and act on opportunities for clients every day. BaseCamp members benefit by being made aware of relevant opportunities – but respond themselves, making the cost of PR lower than ever.

BaseCamp members have gained coverage in *Forbes*, *TechCrunch*, *UKTN*, *Maddyness*, *Startups.co.uk*. They've been shortlisted at *The Europas*, made the *Startups 100*, and been selected for *SXSW Pitch* final in Austin, Texas. Could this be your business too?



# WHAT CAN PR DO?

We believe PR should be tied to your commercial objectives and is a crucial part of a startup's growth cycle. It can help businesses:



## SECURE FUNDING

Carefully planned and executed PR strategies which deliver media coverage help startups secure funding and stronger partnerships



## BUILD A TEAM

Funded startups with a strong media profile have the pick of the talent required to develop the business and accelerate sales growth



## SELL MORE PRODUCT

Enlarged and talented teams have the capacity and expertise to drive revenue growth through effective sales and marketing campaigns



## DRIVE SERIOUS GROWTH

Serious revenue growth leads to greater media profile and investor interest, which restarts the growth cycle that leads to the next funding round

# BASECAMP IN A NUTSHELL

## SERVICE

BaseCamp is a low-cost PR service sharing key ecosystem notifications and targeted media opportunities you would never find

## AUDIENCE

Pre-Series A startups with ambitious founding teams proactive enough to follow up on opportunities independently

## BENEFIT

You can punch above your weight and get a true sense of the media landscape before you embark on full-service PR, for a price you can afford

# WHAT BASECAMP MEMBERS RECEIVE

FieldHouse BaseCamp provides the tools to enable startups to establish a media profile and build their reputation in the tech and investment ecosystem.

- Regular media opportunities sent straight to your inbox, such as:
  - Topics journalists are looking for information / commentary on
  - News moments you should be aware of
  - Award entry notifications and reminders relevant to your startup
  - Alerts about key events you should attend, or even be speaking at
- Option to access additional FieldHouse Associates PR services on a project basis
- Invitations to some of FieldHouse Associates' networking events
- Tips to help you deal with journalists or submit award entries
- Introductions to contacts within the FieldHouse network, where appropriate\*
- Monthly payments and only commit to a 12-month contract
- Become part of the FieldHouse Associates family

*\*FieldHouse Associates will only ever makes introductions it feels are appropriate, irrespective of client package*



# WHAT A BASECAMP EMAIL LOOKS LIKE

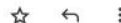
As well as journalist requests for commentary, we share regular award notifications like the one below to ensure you don't miss an opportunity to receive recognition:

Awards Opportunity - National Startup Awards 2023 Inbox x



**BaseCamp FieldHouse** <BaseCamp@fieldhouseassociates.com>

Mon, 28 Nov 2022, 16:59



to BaseCamp, bcc: hellobasecamp, bcc:

Hi,

The [National Startup Awards 2023](#) is now open for entries!

The StartUp Awards is a collaboration between the founders of the [Great British Entrepreneur Awards](#) - an established national programme receiving over 5,000 applications annually - and the Wales Start-Up Awards, the only national and regional awards currently celebrating new businesses in the UK. The StartUp Awards recognises the achievements of those amazing individuals who have had a great idea, spotted the opportunity and taken the risks to launch a new product or service

The deadline for entry is the **17th February 2023**.

Please find a full list of all of the available categories to enter for these awards [here](#).

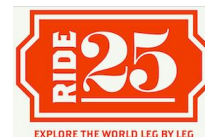
Enter [here](#)! The shortlist will be announced in the week commencing 06/03/2023.

Good luck!



# PARTNERSHIPS & RELATIONSHIPS

Unlike other agencies, we are entirely focused on the fast-growth tech and innovation ecosystem. We are proud to have partnerships and relationships with a wide range of events, organisations, and initiatives – which leads to opportunities for BaseCamp members:



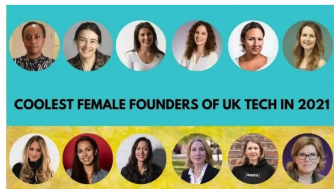
# BASECAMP CASE STUDIES

We know where you need to be seen to make an impact on the people that matter to you – and we're proud of the successes achieved by our BaseCamp members so far...



**Sonr** - a market intelligence business that tracks insurance innovation globally, was featured in three articles in [Raconteur's Future of Insurance report](#).

2021's coolest UK female founders making huge impact in tech



**Circlehood** - a mum-to-mum community app commented in Maddyness' [tips for aspiring female founders](#).

**Cambridge GaN Devices** - the semiconductor startup's co-founder Georgia Longobardi was named as one of [the coolest female founders making a huge impact in tech](#) by UKTN.



## The Best of Startups: Announcing SXSW Pitch 2021 Finalists and Alternates

**ConstellIR** - a SpaceTech company based in Germany was named finalist at [SXSW Pitch 2021](#) as one of the 40 best global startups and only European company in the Innovative World category. Its £1m pre-seed [funding round](#) [was also covered by Techcrunch](#).



**Veremark** featured as a case study in *Forbes* article [Three Companies Whose Growth Curves Defied the Pandemic](#).



**Life Ledger** - digital solution to death notifications shortlisted for [Hottest Social Innovation Startup category at The Europas](#).

**Veremark** and **Concrete4Change** [shortlisted for Europas 2022](#) in ClimateTech and B2B SaaS categories.



**Swyg** - a Dublin-based recruitment tech startup made *Startups.co.uk's* [Business Ideas for 2021: Diversity and inclusion](#) report.



# DO YOU QUALIFY?

FieldHouse BaseCamp only requires a 12-month commitment, with startups entitled to give 3 months' notice if they decide to discontinue.

Trading for **less than 6 years**

Employing **fewer than 12 people**

**Pay monthly** by Direct Debit

Generating **less than £1m** annual revenue

**Seed or F&F funding** stage (less than £1m)

Submit details for eligibility to be **reviewed annually**

# WHAT DOES BASECAMP COST?

If you've raised less than £1m to-date and are ready for your first foray into PR, join 2023's cohort for **£99+VAT per month** for the first 100 startups to sign up.

If you don't make the first 100, don't worry, companies signing up after that will only have to pay **£149+VAT per month**.

*\*FieldHouse BaseCamp requires a 12-month commitment, with startups entitled to give 3 months' notice if they decide to discontinue.*

## What startups have said about BaseCamp:

*"I can't believe we made the Startups 100! Thank you for all your support - the subscription has been more than worth it for that alone!!"*

*"Thank you for all your help, and we have been shortlisted at The Europas - so beginning to go places."*

*"It's been great to get PR tips over the last year."*



# THANK YOU

FIELDHOUSE  
BASECAMP

GET IN TOUCH  
[IAN@FIELDHOUSEASSOCIATES.COM](mailto:IAN@FIELDHOUSEASSOCIATES.COM)  
[LULU@FIELDHOUSEASSOCIATES.COM](mailto:LULU@FIELDHOUSEASSOCIATES.COM)

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# APPENDIX



# ADDITIONAL SERVICES

FieldHouse BaseCamp has access to the highly experienced FieldHouse Associates team for additional full-service PR workshops, including Messaging and Media Training.

## MESSAGING

Half-day with FieldHouse, fully prepared, tried and tested exercises to establish USPs, SWOT analysis, top line messaging, elevator pitch, and a 3 key messages crib sheet. This provides the basis for campaigns, websites, and thought leadership issues.

**Cost: £3,000 half-day with up to five people**

## MEDIA TRAINING

Using the outcomes of the messaging workshop the FieldHouse Associates team will work with the client to hone their interview technique to get 'media-ready'. This includes media training insights, examples of great interviews, and feedback - delivered by experts.

**Cost: £3,000 half-day with up to three people**



# FREQUENTLY ASKED QUESTIONS

## What is FieldHouse BaseCamp?

It's our curated PR offering for early-stage companies with the ambition to scale, but smaller budgets.

## Why did you create it?

We know that before a startup secures Series A funding or generates significant revenue and profit, budgets will be tight. This shouldn't stop them from building the media profile that will help them scale and secure more funding.

## How much does FieldHouse BaseCamp cost?

We will charge the first 100 startups to sign up in 2023 £99+VAT per month. Startups after the first 100 will be charged £149+VAT per month.

## How do you keep the costs so low?

We already know the media, the influencers, and the awards and events organisers. They regularly come to us with opportunities - and now we can pass relevant opportunities across to you, that you would never otherwise see. We keep costs low on this because we do not offer you messaging / positioning / strategy for your business - nor do we do the actual work behind each opportunity - that's up to you.

## Who is eligible for BaseCamp?

If your business is in its first three years of trading, employs fewer than 12 people, is pre-Series A (or has raised less than £1m to-date), and generates less than £1m turnover, we should talk.

# FREQUENTLY ASKED QUESTIONS

## **I could do this myself, couldn't I?**

To an extent, yes. You could research every award scheme in your sector and keep track of deadlines and deadline extensions by following each scheme. We take the hassle away.

## **Why can't I just contact publications directly too?**

You could. However, unless you have a direct relationship with a journalist or know how to find out about other media opportunities you'll probably find journalists won't return your emails. They are busy and focused on their next story, feature and deadline, so prefer to receive highly relevant responses to their queries. By relying on the relationships FieldHouse Associates has built over many years you will receive information you wouldn't normally have access to.

## **What do I do when I receive an opportunity?**

We'll provide you with contact details, so you can respond directly to the journalist, introduce yourself and offer a response to their query.

## **What about issuing press releases?**

This is not part of the package. Announcements are reserved for full-service clients as PR is highly strategic and relies on our ability to add resource as required. However, we can work with you on a project basis. For example, for announcements (e.g. a funding round) we can assemble a project team to provide the full-service experience for a limited time. This will include developing and writing the release, pre-pitching key target publications, full distribution to a bespoke media list, and follow-up calls to journalists. Pricing available on request.