

## LAUNCHING A STARTUP

### CAMPAIGN HIGHLIGHTS

- **Created a launch and ongoing PR strategy** to introduce AdaSky to target audiences
- **Tremendous quality coverage from launch**, resulting in **161 top stories** in top-tier outlets, including TechCrunch, Forbes, Business Insider, Reuters, Wired, and MIT Technology Review
- **Developed an innovative storyline** that put AdaSky at the forefront of the discussion about thermal sensors
- Contributed to a **change in the industry's greater conversation** about AV sensors
- **AdaSky achieved their goals** of securing tier-one and OEM customers and partnerships

*“AdaSky makes a compelling argument that heat could be another way cars understand the world and determine whether or not the blob up ahead is a human in a coat or trash bag blowing into the street.” - Engadget*

### THE CLIENT

AdaSky brings far infrared technology to the automotive market, aiming to empower the vehicles of tomorrow to see further and better – whenever. AdaSky's founding team is made up of veterans from the semiconductor, thermal sensor, image processing, and computer vision market. They have been developing state-of-the-art FIR sensing solutions for the last decade. Now the company's multidisciplinary team of experienced engineers has further innovated and adapted the solution to the specific needs of self-driving cars, making AdaSky's solution a critical addition to cars to eliminate vision and perception weaknesses for fully-autonomous vehicles.

### THE PROBLEM

When Caster started working with AdaSky, the Israeli startup had three main objectives: They needed to win the opportunity to present their technology to major, tier-one OEMs; they needed to get the chance to demonstrate their technology to investors; they needed to convince both OEMs and investors why FIR thermal technology is the missing link to delivering Level-5 autonomous vehicles to the mass market.



As a new company, AdaSky needed to get access to high-level media coverage, win speaking opportunities, and develop an event presence to drive awareness of their sensing solution and educate the industry on the need for FIR thermal technology.

## THE SOLUTION

Working with a startup, it's important to be conscious of budget. To meet AdaSky's goals within their means, Caster focused on targeted communication, identifying and reaching out to only the audiences that are the most relevant for the sensor maker.

Caster created a launch and ongoing PR strategy to introduce AdaSky to these targeted audiences by leveraging our media and analyst relationships in technology, IoT, startup, investor, automotive (trade, tech, and consumer), and semiconductor, across NYC, SFO, Detroit, Boston, Silicon Valley, and international markets, such as Germany and Israel. These relevant media and analysts were key to getting AdaSky in front of the partners and investors they sought.



Caster's strategy first included content creation, starting with a company brand story created by conducting SWOT interviews with key stakeholders. That was then used as the baseline for all collateral and marketing content that came after, including: a branded technical whitepaper that identified the problem in the automotive market and positioned FIR thermal sensors as the solution; a company video that introduced AdaSky and explained how their sensing solution, Viper, works; FAQs that detailed AdaSky's background and technology; press kit materials that introduced AdaSky to the media. Caster pitched contributed thought-leadership pieces built from these core marketing elements for placement based on industry trends such as sensor fusion solutions to give the car better sight in all driving conditions (example: Sensors Magazine). Caster also pitched for opportunities for editorial coverage, as well as interviews, speaking opportunities, and events, determining the most relevant opportunities for the startup by closely following issues and trends in the automotive news.

## RESULTS

By creating an innovative storyline that highlighted the

problem in the automotive market, presented AdaSky's unique technology as the solution, and showed what that technology could do for the future of autonomous vehicles, Caster drove massive press interest for the Israeli startup, resulting in coverage in Wired, MIT Tech Review, TechCrunch, IEEE Spectrum, Ars Technica, Reuters, New York Times, and more. Since the launch of Caster's PR strategy, AdaSky's CEO has also been called upon as an expert in sensing modalities to talk about how thermal technology can dramatically improve the safety of autonomous vehicles (example in ZDnet story and a thought-leadership piece in Electronic Design).

Ultimately, the coverage and media attention driven by Caster's strategy helped AdaSky to achieve their initial objectives, which were to speak with OEMs and investors and to educate the greater automotive industry about the need for FIR in self-driving cars. AdaSky has secured two undisclosed partnerships for their Viper sensing solution with a leading, tier-one automotive supplier and a large OEM. These partners have said that they saw the extensive coverage of AdaSky's launch, which was what enticed them to reach out to the new startup.

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***“Start-up AdaSky announced on Monday that it had developed a far infrared (FIR) thermal camera[,]... designed to help in so-called ‘edge cases’ in autonomous driving, where other sensors might fail.” - The New York Times***

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Since AdaSky's launch lead by Caster, the market story has shifted. The question among automakers is no longer, “Why FIR?” but “Why AdaSky?” AdaSky was one of the first companies to drive the conversation around the need for thermal and FIR for autonomous driving. For example, following the Uber crash in March, Caster guided AdaSky to use that as an opportunity to lead the discussion about how thermal sensors can increase autonomous vehicle safety.

Caster continues to handle the PR, content, and thought-leadership for AdaSky, post-launch. As the conversation in the automotive industry changes, Caster will adapt to help the company reach its new goals and stay top-of-mind in the market.