

SEED Capital partners with PR agency Rossen & Company

SEED Capital has entered into a strategic cooperation with PR agency Rossen & Company with the aim of profiling their portfolio companies; to strengthen the images of the portfolio companies - and the investment behind.

While a PR collaboration between an agency and a company is usually set up one at a time, SEED Capital is trying with a more advanced collaboration of it's kind: Not with primary focus on SEED Capital as a venture fund, but rather on the portfolio of companies within primarily Medtech and IT, who are encouraged to be more engaged in the media through this partnership with their new *preferred partner*:

"For our companies, many of which are at a very early stage, it is vital, that they find an agency who will execute and who understand what it means to be a startup. Strategic communication can be extremely valuable for our companies. After talking to several agencies, it seemed natural for us to establish a cooperation with Rossen & Company, who specialize in thought-leaders, knowhow & knowledge companies and several of our portfolio companies are already working with them, including Airtame and Coinify "says Line Byrfelt Grønlykke, Communications Manager of SEED Capital.

Top-down approach is 'win-win'

According to Line Byrfelt Grønlykke the cooperation will involve a range of tailored solutions, which will be offered to SEED Capital's growing portfolio of approximately 80 Danish companies. The aim is to create valuable profiling in both Danish and foreign media. Rossen & Company are enthusiastic about the new partnership:

"We specialize in PR-management of both large and small *thought-leaders* and *disruptors*, so it will be very exciting to work with the SEED-portfolio. We have gone for a 'top-down' cooperation as it strengthens our value proposition with the portfolio companies to be a preferred partner. Through PR the portfolio companies get a strengthened brand while SEED Capital ultimately gets more valuable companies; it's a win-win, "says managing partner Nic. Rossen about the new partnership.

Media coverage is important for entrepreneurs and growth

"The editorial media landscape can help to consolidate a company's image as best brand in business, and therefore it is extremely important for both entrepreneurs and growth-oriented companies that objective, credible, third-party-validated information can be found about them easily" says Nic. Rossen, who is the author of two scientific studies within this exact field, both of which underpin editorial media's superiority over paid advertising; [latest on marketing of consultancies and law firms, which caused excitement in the international trade paper PRweek](#).