

# BASIS VECTORS

## THE GOAL

Basis Vectors is a new alternative investment and technology firm founded to give high-potential, undervalued software companies the boost they need to thrive. Basis Vectors identifies vertically-focused B2B software-as-a-service companies (SaaS), applying a Berkshire Hathaway-style investment approach, to accelerate and transform the companies poised to be the behemoths of tomorrow's tech scene. Its co-founders tout decades of expertise as industry leaders, entrepreneurs and organizational strategists. The global supporting team consists of over 40 highly-skilled professionals dedicated to propelling promising tech startups to success.

Basis Vectors partnered with Trust Relations in May of 2020, in preparation for the firm's public debut, to drive media coverage for the announcement and pilot the official launch of the \$50 million fund.

## SOLUTION

Perfectly Pitched hit the ground running, working alongside the founding team at Basis Vectors to draft targeted messaging and define a robust strategy to ensure the success of the \$50 million fund launch announcement. Leveraging strong relationships with top-tier media outlets, as well as key financial and technology industry publications, Perfectly Pitched garnered a total of ten placements for the firm over a few weeks' time. Laying the foundation for meaningful media relationships between Basis Vectors and key media influencers, Perfectly Pitched elevated the firm's position as a rising star in the arena of private equity investments, with publicity across the finance, business and tech sectors.

On the day of the launch, news coverage secured by Perfectly Pitched appeared twice in the Wall Street Journal. Despite the unprecedented media circumstances surrounding the COVID-19 pandemic, Perfectly Pitched produced interview opportunities for the founder and co-founder with respected industry publications such as Buyouts Insider and The Deal Pipeline. Additional coverage resulting from the team's proactive outreach was featured in Fortune, The Deal, Inc42, VCCIRCLE, Fortune Term Sheet, the New York Business Journal, SF Gate, and Advisor News,. At its close, the campaign reached over 337,714,877 impressions.



## AT A GLANCE

### GOALS

- Increase visibility
- Create positive consumer engagement

### BENEFITS

- 337,714,877 campaign impressions



## PERFECTLY PITCHED, LLC

CrCultivating meaningful media relationships and consumer engagement for technology, nonprofit, and lifestyle industries.