

The Startup Code 2016

The Fastest Ways to Grow Your Startup into a Successful Thriving Business

An Exclusive 1-Day Marketing Conference at the Massachusetts Institute of Technology

OUR 2016 EVENT IS COMPLETE. WANT EARLY INFO ABOUT 2017? SEND ANDREW A MESSAGE HERE.

See all 2016 presentations here



THE CAUSE

80% of Startups fail before their second birthday. People build boring "Me Too" businesses and expect the crowds to flock.

According to The New York Times, we get exposed to around 5,000 sales and marketing messages every day. We live in a very noisy world full of established businesses and hungry startups all fighting for the same precious customer eyeballs.

Your business needs to STAND OUT and be different, if you want it to survive and thrive.

- Differentiate and elevate your startup above the competition
- Make your startup shine through thoughtful branding and PR
- Build a your business through Google Search (SEO & PPC)
- Attract and nurture prospects through inbound marketing
- Use social media to build authority and build a following



THE AGENDA

Tuesday, January 26, 2016
10:00 AM - 5:00 PM
MIT Stata Center
32-141

	10:00 AM - 12:00 PM Presentations w/ Q&A
	12:00 PM - 1:00 PM Lunch (provided to attendees)
	1:00 PM - 4:00 PM Presentations w/ Q&A
	4:00 PM - 5:00 PM Networking



THE PRESENTERS

Learn from the experts in today's high-demand marketing strategies



Andrew Percey

Founder, Google AdWords Expert
Prometheus Internet Marketing
MIT BS '95 MNG '96 EECS

Build Your Startup with Google Search (SEO & PPC)

- Why bother with Google Search for your startup?
- SEO (Search Engine Optimization) vs. PPC (Pay-Per-Click)
- What still works for building SEO authority in 2016?
- How do you make AdWords PPC work for your startup?
- Top tools & resources (free and paid) for SEO and PPC

Andrew has provided Google AdWords PPC and SEO guidance to over 50 MIT startups and 20 established businesses, helping them gain thousands of new customers online. He holds two degrees from MIT in Electrical Engineering and Computer Science and publishes the Prometheus Flame blog and the Magnetic Consultant podcast.

[Learn More About Andrew](#)



Kenny Goodman

Founder, Business Growth Mentor
Find The Edge

Develop a Peak-Performing Value Proposition For Your Startup

- Why marketing with a poor VP is like trying to fill a leaky bucket
- What exactly do your customers want & need in 2016 & beyond?
- How to stand out, get noticed & be the 'obvious' best choice
- Where should you focus your marketing as a startup?
- Tried & tested tools & resources for VP creation

Kenny has built and sold several businesses, including a tech startup. He mentors startup founders & other small business owners, helping them develop "perfect fit" products, services and marketing campaigns, making them the obvious choice. He also publishes Find The Edge blog and the Magnetic Consultant podcast.

[Learn More About Kenny](#)



Kevin Hart

Partner, Creative Director
HB/E&M Boston

Make Your Startup Shine with Branding, PR and Social (speaker 1/3)

- Define the brand: how design, behavior & consistency build strength
- Build a community of brand advocates to share your story
- Go beyond media relations and facilitate conversations
- The coming content convergence: paid, and earned
- Tools & guidance for measuring the right things

Kevin has been a creative force in marketing communications for over twenty years. As creative director of the agency, Kevin ensures that our clients' online and offline branding initiatives are strategically and tactically sound. His passion for unique ideas and breakthrough messaging foster a vibrant creative atmosphere.



Chuck Tanowitz

VP, Public Relations
HB/E&M Boston

Make Your Startup Shine with Branding, PR and Social (speaker 2/3)

- Define the brand: how design, behavior & consistency build strength
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Chuck's clients rely on his expertise to help set strategy that combines content, social and media to reach customers, partners, investors and prospects. His strategy and execution helped Greentown Labs grow from a sparsely populated and unknown startup space to become the nation's largest cleantech incubator.



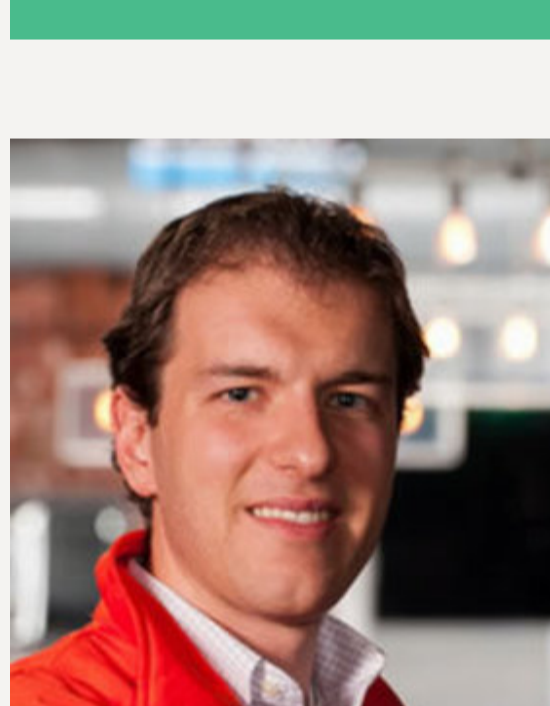
Todd VanHoosear

VP, Public Relations
HB/E&M Boston

Make Your Startup Shine with Branding, PR and Social (speaker 3/3)

- Define the brand: how design, behavior & consistency build strength
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Combining a stint as an IT guy with his education in PR and communication, Todd has helped clients in the engineering, mobile, cloud, networking, consumer technology and consulting spaces bring new ideas - and new takes on old ideas - to the market.



Nick Salvatoriello

Partner, VP of Client Services
Innovative Marketing Resource

Marketing Technology in an "Inbound" World

- How to market smarter with social
- Inbound marketing (content & context)
- The good kind of marketing automation
- The buyer's journey and how to transform strangers to promoters
- How to transform your marketing into something people love

Nick was a Principal Inbound Professor at HubSpot Academy where he developed and delivered training for entrepreneurs and marketing professionals. He has consulted to over 200 HubSpot customers (all small and medium sized businesses and startups), helping them to launch their inbound marketing programs.



Jennifer Sheahan

Founder and President
Socially Grown

How Startups Can Leverage the Power of Social Media

- The changing face of social media
- Defining your social media goals
- Developing an effective strategy
- Choosing the right platforms
- Marketing on a tight budget

Jennifer's agency was hired to design Facebook ads for Barack Obama's presidential re-election campaign. She's also delivered social media success for Tony Robbins, Frank Kern, James Schramko, Ryan Deiss and many more. She cuts through the noise to find the quickest path to a great result.

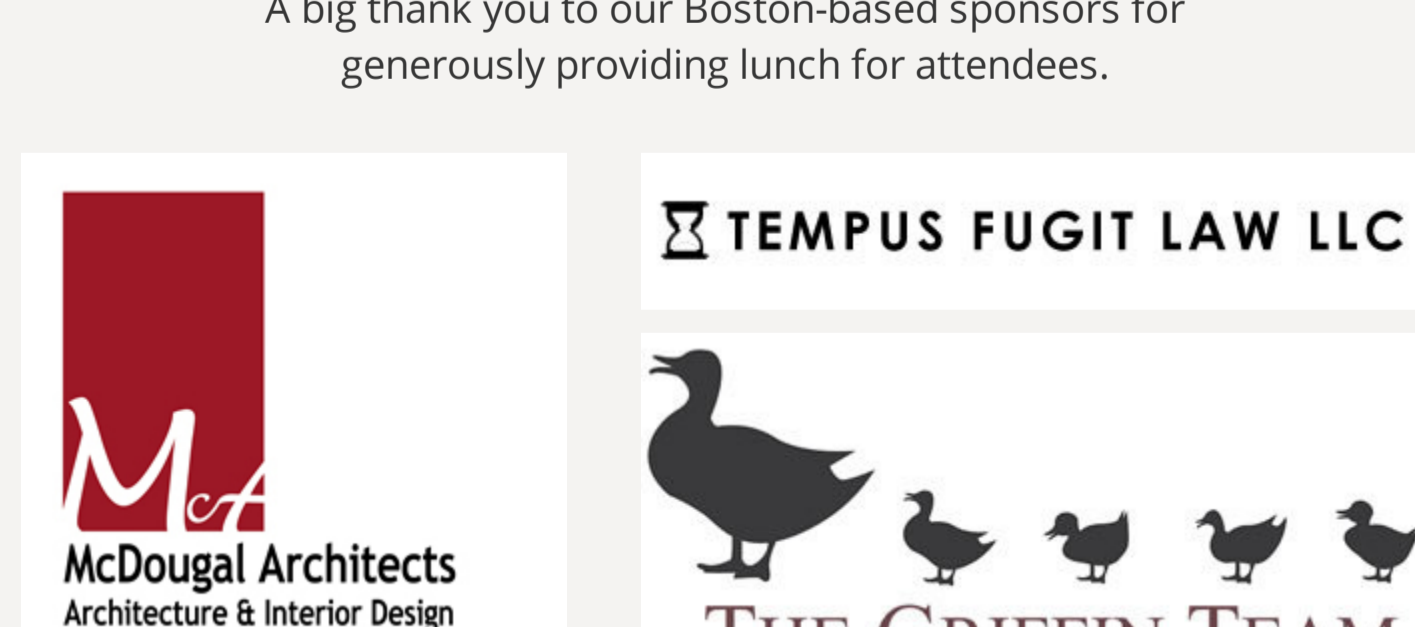


THE HOSTS



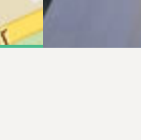
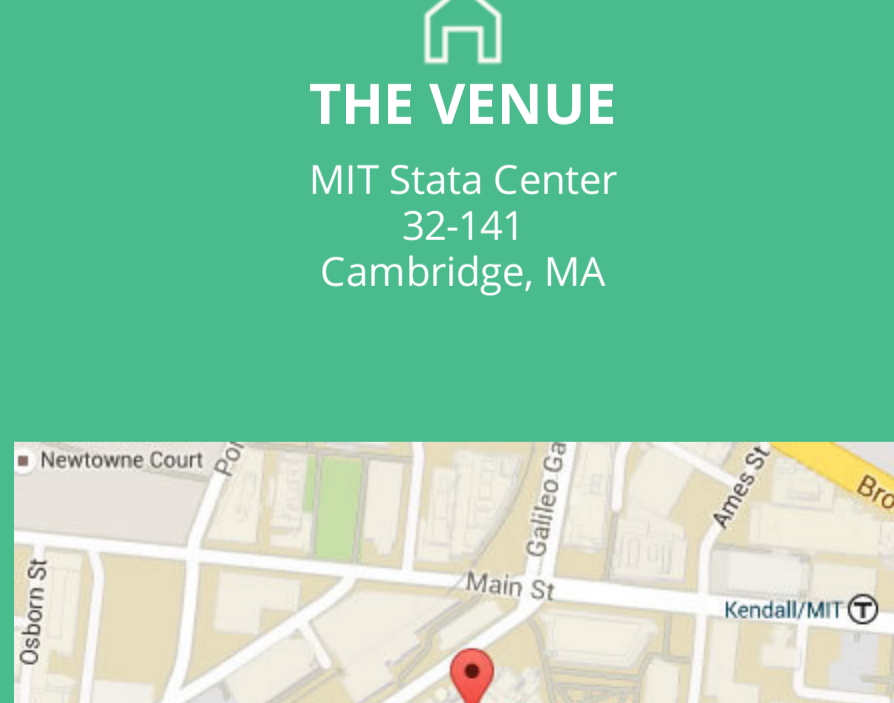
THE SPONSORS

A big thank you to our Boston-based sponsors for generously providing lunch for attendees.



THE VENUE

MIT Stata Center
32-141
Cambridge, MA



THE FEEDBACK (from 2015)

"Absolutely valuable on many levels! Thank you! I have one 3-year old business w/ internet, one brick & mortar, and one web-based startup. Excited to investigate resources and rethink my biz with the framework (you presented)."

Eric Portnoy

"Very interesting. Full of real info, no fluff."

Robert Peterson

"The info on crafting a unique selling proposition was particularly helpful."

Ben Gillies

[Watch the full 2015 "Startup Code" seminar here \(1:20\)](#)



THE TICKETS

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