

FOR IMMEDIATE RELEASE

Lyrium on Growth Hacking at the Founder Institute

Manila, 20 July 2017 – Lyrium Venture Partners (“Lyrium”) announced today that it provided a structured approach to branding and marketing to the 2017 intake at the Founder Institute. Presenting to the program participants, Lyrium’s co-founder, Gerard Escaler, was joined onstage by Gina Romero, CEO of Connected Women, and Niña Terol, Director for Corporate Affairs at McCann Worldgroup Philippines.

Mr. Escaler delivered practical insights into growth hacking, specifically for early-stage, start-up ventures looking to achieve scale. His discussion included critical aspects of brand valuation, developing a minimum viable brand, and cultivating customer centricity. He concluded his presentation with an overview of marketing strategy, tactics, and key marketing metrics to help founders gauge their success. Event participants commented that they found this session particularly helpful.

“As consumers continue to grow more sophisticated and demand a greater range of digital products and services,” Mr. Escaler noted “businesses will have to reinvent themselves and determine how to adapt to changing customer preferences. With a new generation of start-ups building exciting, new business models, they need to ensure that their marketing continues to evolve at pace with their customers, competitors, and other stakeholders.”

About Lyrium Venture Partners Limited

Lyrium is a leading innovation hive – a hybrid strategy consultancy and incubator – that enables companies to accelerate growth and adapt to rapidly evolving markets. From multinational and institutional clients to early-stage, start-up ventures, Lyrium applies our unique blend of quantitative and qualitative analysis, integrated with our pragmatic and creative thinking, to help our clients identify the right opportunities and create a lasting culture of innovation. Lyrium’s solutions include Innovation & Design, Human Capital, Principal Investment, and Social Impact. Visit us at www.lyrium.co.

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About The Founder Institute

The Founder Institute is the world's premier pre-seed startup accelerator. Since 2009, we have helped over 3,100 companies raise over \$700M and build some of the world's fastest growing companies. Based in Silicon Valley and with chapters across 60 countries, the Founder Institute's mission is to “Globalize Silicon Valley” and empower talented and motivated people to build impactful companies that create one million jobs. Further information about the Founder Institute can be found at <https://fi.co>.