

Case Study – Start Codon

Company	<p>Start Codon</p> <p>Founded in 2018, Start Codon is a life science and healthcare business accelerator, and the first in Cambridge, UK to provide companies with a combination of seed funding, facilities, mentoring and access to a dedicated team and network of industry leading contacts. Founding investors include Cambridge Innovation Capital, the Babraham Research Campus through Babraham Bioscience Technologies, Genentech, a member of the Roche Group, Dr Jonathan Milner and Dr Ian Tomlinson.</p> <p>Start Codon aims to revolutionise the way life science and healthcare innovation is commercialised by reducing risk in investment opportunities and developing companies that are built to succeed globally.</p>
Objectives of the project/programme	<p>Zyme has worked with Start Codon since 2008, to achieve the following:</p> <ul style="list-style-type: none">• Publicly launch the accelerator and raise awareness of Start Codon as the premier life science and healthcare business accelerator to attract start-up companies to apply• Position Start Codon as a provider of a unique combination of funding, facilities, mentoring and network of contacts• Engage with local companies/ initiatives to highlight the partnership opportunities available with Start Codon• Raise the profile of the Start Codon management team, establishing them as thought leaders in the life science and healthcare industry• Build awareness to target investor audiences, with a view to raising investment• Raise the profile of the start-up companies engaged with Start Codon, their technology and esteemed partners, with the goal of securing investment post accelerator
Zyme’s approach	<p>Our approach has included:</p> <ul style="list-style-type: none">• The development and successful implementation of a science-driven communications strategy and PR plan, focused on reaching target audiences via trade and local business press• Facilitating a messaging workshop prior to launch, and development of a messaging framework, in line with corporate objectives• Drafting, editing and issuing targeted press releases, to raise awareness Start Codon and its partners, by generating coverage in the life science business and trade press

- Development of a social media programme to establish and build Start Codon's following, engagement with posts and website traffic
- Securing opportunities to contribute or be included in thought-leadership style articles
- Securing opportunities for interviews with journalists
- Providing support around conferences, including arranging briefing meetings with attending media
- Supporting 3rd parties with website development
- Gradually building a library of case studies and quotes, pipeline of news flow of milestones and success stories
- Educate start-up companies on the importance of PR and communications

Achievement highlights

Key achievements:

- Developed communications strategy document, messaging framework for all communications and a rolling PR plan
- A high level of coverage across a broad range of trade and local media outlets for all Company news, including partnerships, appointments and investment news
- Several opportunities secured to contribute articles to target trade publications including Cambridge Catalyst, Cambridge Independent, BioPharm International, European Biotechnology, Labiotech, PME, Technology Networks and The Medicine Maker
- Set up and managed social media accounts, building up a following of 900+ LinkedIn followers
- Securing media interviews and briefing meetings with press, including LaBiotech, at conferences, to ensure target media are kept up to date with the latest developments at Start Codon
- Supporting third parties with content creation for the website
- Developed "communications activities to consider" information booklet for the Company's 'bootcamp week', to help all start-up companies with communications planning
- Developed a series of Q&As with the start-ups, to be promoted on the website and across social media, to profile the start-ups and encourage applications to the next cohort

Client comment

"The support and guidance we have received from Zyme since the inception of Start Codon has been invaluable. As our PR and marketing partner, they

have secured numerous opportunities for us to engage with our target audiences in the UK and Europe, as well as providing strategic advice to our start-ups, many of whom have no experience of PR and communications. Lorna and the team are a real pleasure to work with and consistently provide top level, rapid responses to communications queries we have.”

Jason Mellad, CEO, Start Codon