

Food waste solution startup grabs major attention using targeted media

Key coverage in Wall Street Journal and New York Times drives investor interest



WISerg is a bio-clean technology company that eliminates food waste from grocery stores and restaurants by converting it into a valuable, organic fertilizer. The company utilizes a patent-pending, oxidative conversion technology to intercept nutrients from food before they become waste.

THE METRICS: BIG IDEAS, BIG RESULTS

Ninety-one pieces of press coverage, including

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|-------------------------|------------------------------|
| The Wall Street Journal | Huffington Post |
| The New York Times | KQED (PBS) |
| The Economist | Seattle Times |
| Fast Company | KOMO (ABC) |
| Entrepreneur | TechCrunch |
| Forbes | Xconomy |
| Fortune Inc. | Slate |
| Inhabit | Puget Sound Business Journal |
| Geekwire | NW News Network (NPR) |
| Greenbiz | Supermarket News |

CLEANTECH SOLUTION PROVIDER NEEDS MEDIA COVERAGE TO INCREASE PRODUCT ADOPTION

The challenge: More than 30 percent of all food grown in the U.S. is wasted somewhere between the farm and the consumer. Clean technology startup WISerg is on a mission to help retailers use data to reduce food waste and to turn the remaining scraps into a valuable organic fertilizer. With such a powerful vision and innovative technology, but a small market footprint, WISerg needed a communications partner to drive company awareness through media coverage to help increase adoption of its product.

A SOLUTION FOR FOOD WASTER

The idea: Voxus capitalized on the idea of WISerg as a market disruptor offering the right solution for a major economic and societal problem – food waste. This concept was worthy of media attention despite the company’s early stage. The combination of WISerg’s technology, data and output fertilizer told a simple story eloquently: how one company turned trash into a valuable resource.

USING TRENDS TO FRAME THE WISERG STORY

The solution: When WISerg first engaged Voxus, the company was at an inflection point. After successful pilots with a local grocer, the company’s Harvester technology was ready for a larger stage. WISerg was on the verge of announcing pilots with national grocery chains in an industry that more slowly adopts technology and often plays “follow the leader.” WISerg wanted to show that its solution was winning the hearts and minds of the industry. By strategically leveraging WISerg’s pilot and partnership news and tying its company mission to bigger story trends, Voxus was able to present it as an emerging green technology player and an innovator worth watching.

EARLY DEPLOYMENT STIMULATES INTEREST AND DR INQUIRIES

The results: Despite the fact that WISerg’s Harvester technology is only deployed in a handful of grocery stores, Voxus delivered high profile local, national and industry coverage that led to incoming business inquiries and investor interest for the company. Coverage included broadcast (radio and television), features and mentions in larger stories about the food waste problem.

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Organic fertilizer recycles food waste