

IPIEC Global 2017 case study – 80 leads in two months

How did a start-up competition attract more than 80 candidates in less than two months?

Background

IPIEC Global is an international start-up competition directed at companies in the United States, Great Britain, South Korea and Germany. The competition is aimed at discovering technology projects that are suitable for cooperation with the Chinese market.

The IPIEC competition has taken place every year since 2015, and in 2017 the organizers decided, for the first time, to also hold a competition for technology start-ups in Israel, from which five were ultimately chosen to participate in the final stage in China.

The IPIEC GLOBAL 2017 competition was organized by [WTOIP](#), a leading entrepreneurial resource-sharing platform with a focus on intellectual property.

The competition in Israel was prepared by [Israel Commerce Union](#) (ICU), which serves “as a bridge” between the business worlds of China and Israel.

Challenge

As the decision to include Israel was taken only two months before the international competition, ICU needed to get the word out, recruit innovative start-ups and build the required web infrastructure in a short space of time.

ICU was faced with four major challenges:

1. **Brand Awareness** – This was the first time that ICU had been involved in such a project, and the company was almost unknown in Israel.
2. **Lack of acquaintance with the target market** – While ICU had worked in the past with Israeli companies, it was unfamiliar with the local start-up scene and was looking for ways to communicate directly with potential venture capital (VC) funds, hi-tech incubators, accelerators and start-up companies that have identified China as their potential market.
3. **Extremely short timetables** – ICU had only two months to set up its operations, build an online presence, reach relevant target audiences and get companies to sign up for the competition.
4. **Budget Constraints** – The budget for the whole initiative was limited and it was therefore necessary to allocate resources in a smart way to get the best value out of them.

ICU identified Interteam Content Services as the company most capable of helping it to address these challenges.

The solution

Interteam Content Services worked closely with ICU to build a digital marketing strategy to give the IPIEC competition exposure. As part of the creation of this strategy, we had to define the target audience, build a website, send invitations to targeted audiences and launch media and advertising campaigns.

The first stage, building a web site, created a focal point for registration and a knowledge center about the competition. This was followed by a public relations campaign aimed at obtaining media exposure for the competition.

At the same time, a targeted social media and advertising campaign was launched focusing on LinkedIn groups, posting engaging content on Facebook and Twitter and limited investment in a PPC (pay-per-click) campaign.

In addition, personal invitations were sent to relevant personnel at tech accelerators, incubators, angels and VC fund managers to encourage the participation of their portfolio companies in the competition.

Result

The competition organizers set an ambitious target of attracting 60 qualified Israeli start-ups to apply to participate in IPIEC Global 2017— more than 80 start-ups registered, of which 20 were invited to participate in the final Israeli competition. Because of the high quality of participating start-ups, it was decided to increase the number of Israeli companies to be invited to the final stage in China, which resulted in five Israeli start-ups being selected.

In an extremely short time, ICU managed to get favorable media attention, including from media venues such as Ynet, the Daily Mail, Telecom News and others.

“Interteam Content Services has done a great job in suggesting, drafting and carrying out an extremely powerful strategy which has yielded us results that were beyond our expectations,” said Shimon Ben Dor, ICU project manager.

“In a very limited timeframe, Interteam managed to identify the right target audience, reach out to them and get them to participate in the event. The end result was very impressive and I am looking forward to working with them on the competition next year, which will be even better,” Ben Dor added.

