



EARTHRYSE

Strategic Communications for Deep Tech & Emerging Technology

Positioning

EarthRyse is a strategic communications and commercialization consultancy helping deep-tech and emerging technology companies translate complex innovation into clear investor, customer, media, and organizational narratives.

We work closely with founders, CEOs, and senior leadership teams during periods of fundraising, commercialization, rapid scaling, market entry, and ecosystem positioning.

Our work sits at the intersection of:

- Deep-tech translation
- Executive communications
- Commercialization strategy
- Investor narrative development
- CES / SXSW launch visibility
- Cross-functional organizational alignment

Rather than functioning as a traditional PR agency, EarthRyse operates as a founder-adjacent strategic partner embedded close to leadership and high-stakes communication workflows.

Relevant Sectors

- **Battery & Energy Storage**
Advanced charging systems · Semiconductor-enabled battery optimization · EV ecosystem
- **AI & Emerging Technology**
AI productivity systems · Knowledge graphs · AIoT · Computer vision · Robotics
- **Consumer Hardware & Connected Devices**
Smart home · AR/VR · Gaming accessories · Wearables · Mobility
- **Clean Energy & Climate**
Transportation electrification · Carbon reduction systems · Energy infrastructure
- **University Research Commercialization**
Research translation · Public-facing narratives · SXSW launch visibility
- **Healthcare & Human-Centered Technology**
Digital health · Accessibility technology · Human-machine interaction

Selected Engagements

Iontra

Enterprise communications and commercialization support for a venture-backed battery technology company

Embedded strategic communications partner through Series A, B, and C fundraising (\$120M+ raised), supporting board communications, investor materials, commercialization narrative, executive operating reviews, technical collateral, and company-wide communications during growth from fewer than 10 employees to 100+ employees.

University of Tokyo – Todai to Texas / SXSW

Communications and commercialization support for university innovation initiatives

Supported visibility and positioning for 11 research commercialization initiatives spanning robotics, agritech, AI, accessibility technology, IoT, and human-computer interaction across the SXSW 2020 and 2021 cohorts.

Projects included:

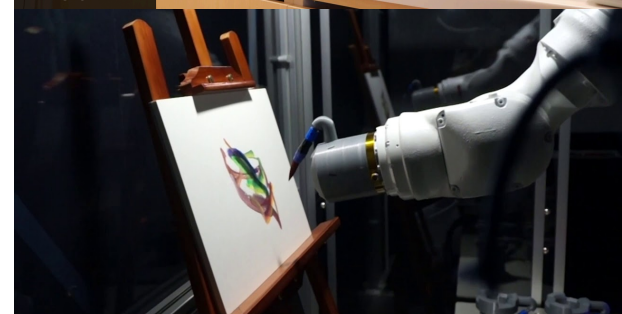
- Black soldier fly composting systems
- Strawberry-harvesting robotics
- Voice-assist communication systems
- AI painting robots
- Wearable fabric keyboards
- Occupancy sensing systems

Mocha7

Technology launch strategy and strategic communications

Co-founded a strategic communications consultancy supporting robotics, gaming, IoT, connected devices, and emerging consumer technology brands.

Supported launch visibility and media positioning for projects including:



- Segway Robotics (Loomo)
- Nonda
- CellRobot
- CTA Digital

Service Areas

- **Executive & Investor Communications**
Board materials · Investor decks · Shareholder updates · Executive operating reviews · Founder narrative development
- **Commercialization & Positioning**
Go-to-market narrative · Technical translation · Product positioning · Messaging architecture · Ecosystem storytelling
- **CES / SXSW & Launch Support**
Launch strategy · Media positioning · Founder preparation · On-site representation · Partnership visibility
- **Strategic Communications Systems**
Cross-functional information flow · Internal communications · Organizational alignment support · Communication cadence design

Selected media coverage



Forbes Freethink*

Contact

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Selective consulting engagements and strategic partnerships.



Bloomberg coverage during CES activation

