Solugen, Inc.

Solugen, Inc. | Launching a Breakthrough Chemical Technology

CHALLENGE

Solugen, Inc., an emerging specialty chemicals manufacturer and world's first and only producer of bio-based peroxide solutions secured an additional $32 million in Series B funding from investors including Founders Fund to scale its products, grow its team and further penetrate its target industries including oil and gas, mining and agriculture.

OBJECTIVE

For this announcement, the rapidly growing company dedicated to decarbonizing the chemicals industry, which had closed a $13.5 million funding round and whose founders had been named to the Forbes 30 Under 30 list, wanted to create awareness amongst their target industries as well locally, with potential recruits and future investors.

SOLUTION

Solugen partnered with Pierpont, who delivered media results including coverage with publications in the financial media, oil and gas, and chemicals sectors, as well as a refreshed company website and integrated social media strategy. Highlights from the effort included coverage in Axios, Fortune, Mergermarket, and the Houston Chronicle, all of which drove significant traffic to Solugen's updated website and LinkedIn profiles.

RESULTS

Working closely with the founders at Solugen, Pierpont developed and executed a comprehensive marketing and communications strategy that helped establish the brand with key stakeholders in both the oil and gas and investor communities. Leveraging contributions from the company's experts, Pierpont also advised on sales strategies and custom email campaigns and developed Solugen's marketing collateral to jumpstart the company's brand presence.