



VISIBILITY AND MARKET RECOGNITION FOR INNOVATIVE BIOTECH STARTUP

After receiving €1.37M from Bpifrance, SeaBeLife, a French biotech company developing drug candidates intended to block cell necrosis, wished to increase its visibility and gain market recognition.

Objectives

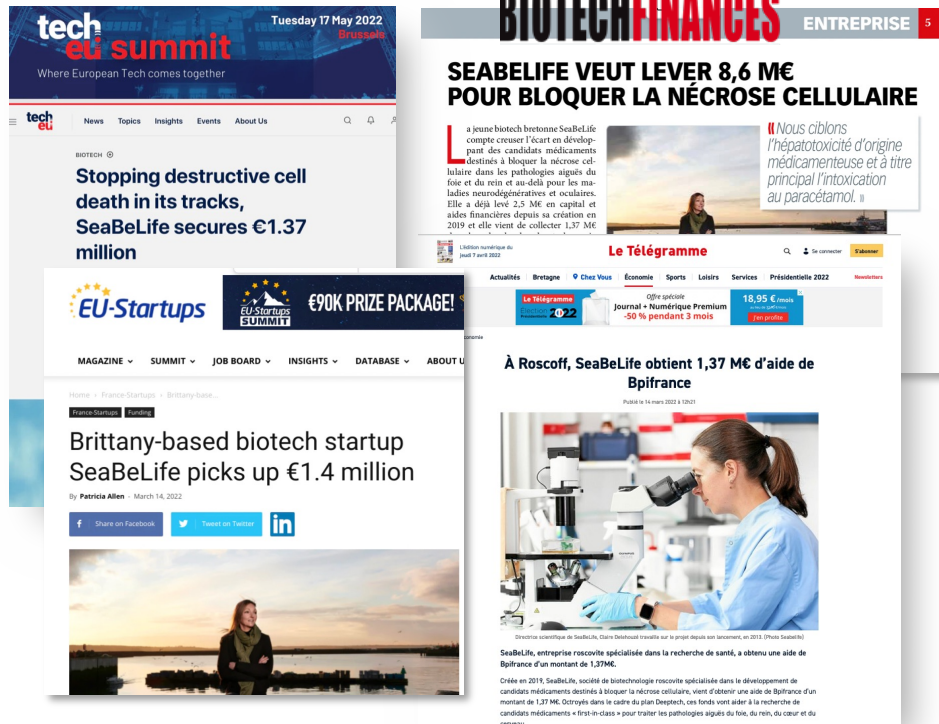
- To use the funding news to gain brand recognition and increase visibility in national, international and specialized media
- To present the company's corporate and scientific developments to the life sciences and investment ecosystem
- To establish a solid recognition base to prepare for the upcoming Series A financing round

Strategy

- Prepared corporate profiles in French and English, and reviewed the presentation for investors
- Wrote and issued news announcement in French and English
- Liaised with key publications to organize interviews and generate coverage in top-tier media

Results

- Announcement garnered 30+ articles, including notable coverage in leading publications **Tech.eu**, **EU Startups**, **Biotech Finances**, **APM** and **Le Télégramme**
- Arranged two media briefings
- 173K estimated views for the media coverage
- Increased visibility and credibility with market players



“Working with ALA, not only have we found a committed partner, but above all, expertise in scientific communication in order to best promote our breakthrough technology and create visibility in the life sciences ecosystem. A strong communication strategy will help us ensure we achieve our goals.”

- Morgane Rousselot, CEO of **SeaBeLife**

Link to the complete coverage for this project: <https://alapressreview.coveragebook.com/b/edfbb7d0bae36846>