



VISIBILITY AND MARKET RECOGNITION FOR AN AGRITECH COMPANY

BiocSol is a startup developing innovative, next generation microbial-based biopesticides with increased stability and efficiency that empower farmers to protect their crops sustainably.

ALA announced the company's news of its seed funding round of €5.2 million (\$5.6M).

Objective:

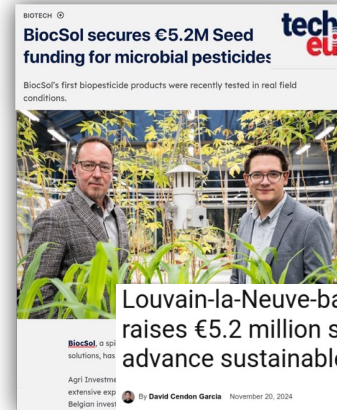
- To increase awareness and understanding of the company's next generation solutions amongst targets in the the AgriTech industry

Strategy:

- Used embargoed contacts to engage with editors and journalists from national, international and specialized news outlets, who follow technological and business developments in AgriTech field.
- Crafted and delivered strategic messages, announcing news in English, French and Flemish.
- Targeted top-tier industry publications, analysts and investors.

Results:

- Raised company visibility with **50+** articles in leading international publications including **Tech.eu**, **Sifted** and **EU-startups**, specialized media such as **AgroPages**, **AgriInvestor**, **AgriTech Tomorrow**, and national media including **L'Echo**, **Belga** and **De Tijd**.
- Established media relations with industry editors and market analysts.



Louvain-la-Neuve-based BiocSol raises €5.2 million seed funding to advance sustainable crop protection

By David Cendon Garcia November 20, 2024



BiocSol Secures €5.2M Seed Funding To Further Develop Biologicals

November 29, 2024



Denis Payen (left), is CEO of BiocSol, while Simon Caulier (right) is founder and CTO. Photo: BiocSol



“ALA has helped us to set up our startup's narrative in our first press release. Their strategic approach helped us to cut through a noisy environment and connect directly with our target audience.” – Simon Caulier, CTO and Founder, BiocSol.