

# New Company Launch / Name Change

Investment: \$8,500/month | Timeframe: 20 months | Location: Silicon Valley, California

## Bill.com

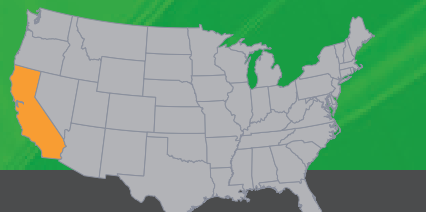
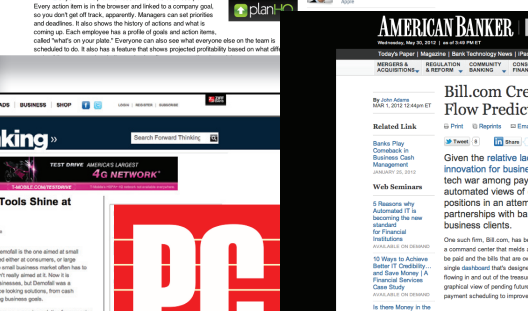
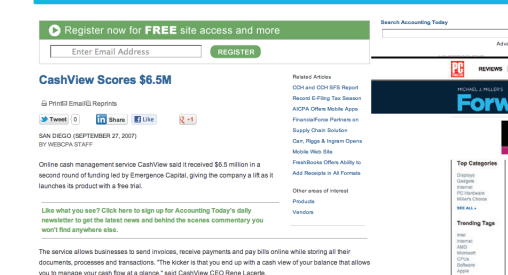
Industry Experts

**CHALLENGE:** Bill.com was originally branded as CashView, Inc., a cloud-based service that allows SMBs to manage the lifecycle of company bills in an automated, paperless way. We were hired to help the company launch at DEMO (Fall 2007 in San Diego). The founder, Renee Lacerte, had started a company prior to CashView called PayCycle, which was also successfully launched at DEMO. He wanted to repeat his success and earn the coveted DEMO God Award, as well as attract a lot of media attention around his new venture.

Eye-To-Eye met this objective. We successfully launched the product at DEMO, Cashview's CEO Rene Lacerte won the DEMO God Award, and we began to gain the attention of the media. We were able to attract the attention of accountants and consultants to use this solution for their clients, as well as attract direct customers through targeted media outreaches. We helped to rebrand the company to Bill.com, and established executive and entrepreneur interview opportunities with the company's CEO. We assisted Rene Lacerte with the development of his AskLacerte blog and promoted it to establish him as a leader in the entrepreneurial marketplace.

### RESULTS:

- Published Articles in PC Magazine, Inc. Magazine, Financial Times, Storage + Security, CNET, Forbes, VentureBeat, ColdFusion Developers' Journal, WebCPA, American Banker, PC World
- More Than 700 Total Press Placements
- DEMOgod Award, PC Magazine Award, CODiES Award, Stevie's American Business Award
- Launched CEO Entrepreneurial Blog



"I have worked with a lot of PR firms over the years and Eye-To-Eye Communications stands out. Their tenacity and continuous follow through is amazing. The impact is better results. Their execution plans were always clear and presented proactively. Oh, they are also a ton of fun to work with."

- Rene Lacerte  
Founder and CEO

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