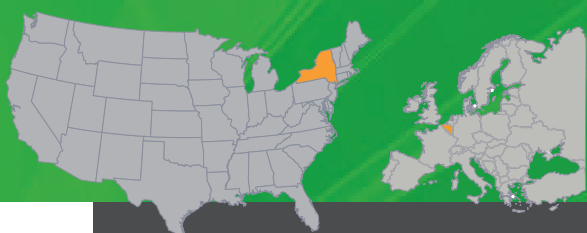


US Product Launch

Investment: \$8,000/month | Timeframe: 12 months | Location: Belgium, New York



Nomadesk

Mobility / Cloud Storage / File Sharing/Collaboration/BackUp • Start-Up • Patent / IP • Consumer / Corporate

CHALLENGE: With people transitioning from working in an office to working anywhere, anytime, the need for mobile storage and document management grew. Mobile workers, also known as digital nomads, started to turn to cloud-based solutions to store, secure and share critical docs, photos and video. In 2009, Nomadesk received, "The Most Innovative European Company to Watch" award from Guidewire, the company that sponsored the DEMO Show.

Receiving that honor, Nomadesk was offered the opportunity to receive consulting from Guidewire in Silicon Valley for three months to launch its storage cloud products in the U.S. market. Eye-To-Eye Communications was selected to be the PR company to launch them here in the U.S., and place them up against some fairly significant competitors, such as Dropbox, Egnyte and SugarSync. We targeted small business, enterprise, digital nomads and mobile users, and established them as one of the leaders in the space. We received coverage in the top technology blogs, secured a 4-Star rating from PC Magazine, and helped them become a RedHerring100 company in Europe. We garnered a lot of online media, especially as they signed deals with companies like Novatel. We did a lot of creative campaigning to promote the lifestyle of the Digital Nomad. We created a video series and developed a video contest where people could chronicle and upload their nomadic activity through a video and show how Nomadesk was increasing their productivity. The winner won a free annual subscription to Nomadesk as well as a trip around the world. Eye-To-Eye set the foundation for Nomadesk in the U.S. and helped the company launch new feature sets and benefits over the time retained.

- ▶ 35 Articles – Time Magazine, Yahoo!, PC Magazine, Computer User, Federal Computer Week, PC World, TechCrunch, GigaOm, ReadWriteWeb, Mashable and Engadget
- ▶ Helped Nomadesk attract subsequent rounds of funding
- ▶ Awarded RedHerring Top 100 Europe Tech Startup, 4.5 CNET Editor's Rating, PC Magazine Review/Good Rating

"Eye-To-Eye Communications helped us become a key player in the online storage market globally. When we first began working with John and Cathy, our message was complex and we needed to educate the U.S. market on secure business class file sharing. Eye-To-Eye helped us simplify and build a strong story around easy and secure collaboration and backup from anywhere. They developed creative video sweepstakes campaigns and helped us get visibility in a market where cloud was still in its infancy in terms of adoption. As a result, Nomadesk has joined the likes of Dropbox, SugarSync, Box.net and MobileMe as a recognized leader in this space."

– Filip Tack
Former CEO of Nomadesk

The collage features several key elements:

- Yahoo! News:** A screenshot of a news article titled "File Sharing Service Nomadesk Reports 708% Revenue Increase".
- Appelinks and Overtons.com:** Screenshots of these websites, with Overtons.com featuring a "Mac OS X File Recovery Guru" advertisement.
- Mac Mini Colocation:** A screenshot of a website offering Mac Mini colocation services.
- SecurityExtra.com:** A screenshot of a website announcing "Nomadesk Launches the New Version of its File Sharing Software".
- Good company for companies:** A screenshot of a website listing Nomadesk as a "Good company for companies".
- Nomadesk, Not Just Another File Sharing Service, Launches FolderLink (Video):** A screenshot of a video player with a title that reads "Nomadesk, Not Just Another File Sharing Service, Launches FolderLink (Video)".
- Nomadesk Reaps Benefits of 2009 Innovate! Europe Competition Being Named 'Europe's Most Promising Startup':** A screenshot of a press release or news article with this title.
- Selected Among 168 Entries, Nomadesk Redeems Reward of Free Consulting and Opportunity to Work from Guidewire Studio to Launch Product in U.S. Market to Digital Nomads:** A screenshot of a press release or news article with this title.
- REDWOOD CITY, Calif. and ATLANTA, Aug. 25 (PRNewswire) – Nomadesk, the easiest and most secure on-demand file sharing software, and winner of the 2009 Innovate! Europe's Most Promising Startup Competition in May 2009, launched in the U.S. market last week while celebrating its winning prize from analyst Guidewire Group.** A screenshot of a press release or news article with this title.
- REDWOOD CITY, Calif. and ATLANTA, Aug. 25 (PRNewswire) – Nomadesk, the easiest and most secure on-demand file sharing software, and winner of the 2009 Innovate! Europe's Most Promising Startup Competition in May 2009, launched in the U.S. market last week while celebrating its winning prize from analyst Guidewire Group.** A screenshot of a press release or news article with this title.
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