



Case Studies

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Impact Overview

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Who is ClearCritical?

We help entrepreneurs, investors, and innovators tell their stories.

We develop and execute our clients' content strategies, creating impactful thought leadership articles that attract and engage potential customers.

The ultimate goals:

**To help businesses gain credibility,
lock down leads,
and drive sales.**

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CASE STUDY 01:

Scale-Up Tech Company

A rapidly growing low-code development platform.

THE BRIEF

Establish the company as a thought leader.

Create informative and engaging content to drive inbound leads.

THE DELIVERABLES

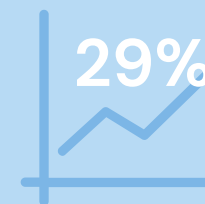
- Content strategy
- Content creation
- Ghostwritten articles
- Newsletter content
- Sales targeting sequences

THE IMPACT

Created newsletter with ~37% open rate.

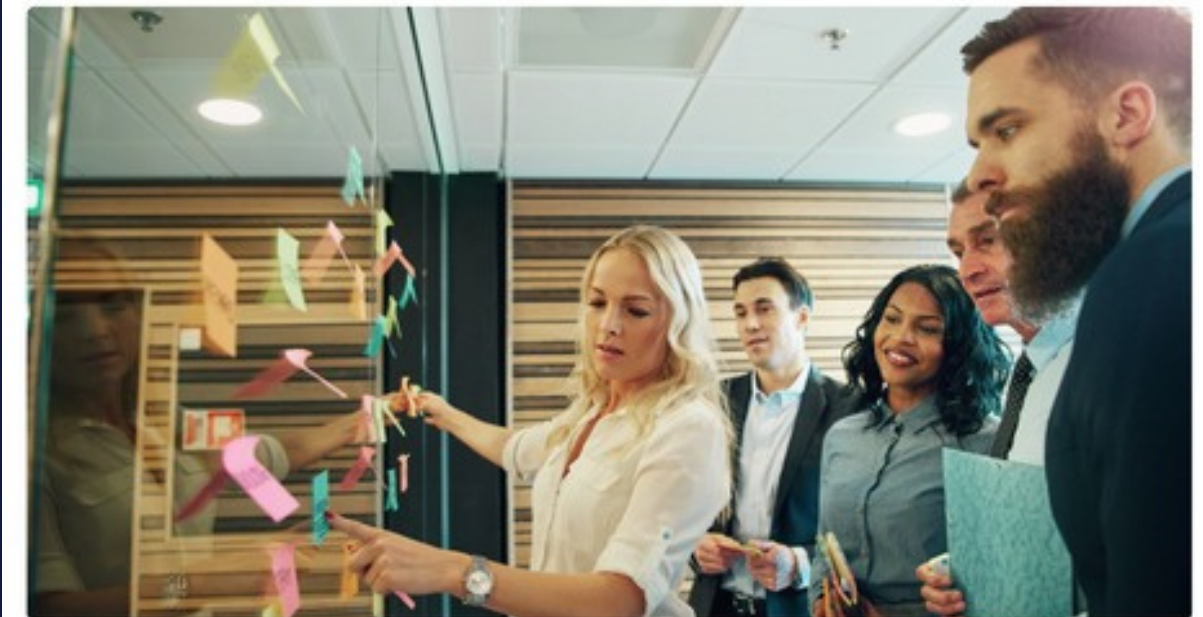


Increased LinkedIn follower count by 29% in first 6 weeks.



3 reasons why low-code needs to be part of your SaaS company's strategy

Published on June 10, 2022



Singr
1,230 followers

+ Follow

CASE STUDY 02:

Web3 Company

A Web3 company in the pre-product seed funding stage.

THE BRIEF

Build the company's brand identity and brand awareness from the ground up.

Establish the founder as a thought leader in the metaverse space.

THE DELIVERABLES

Thought leadership content
Content strategy & calendar

Founder/investor Q&As
Investor updates
Press releases

THE IMPACT

Raised awareness of the new brand (e.g., a press release **attracted 2500 views.**)

This improved brand awareness helped the company secure a successful seed funding round.

Laying the foundations of our web3 future

Published on January 17, 2023 [Edit article](#) | [View stats](#)



MIMIO Insights

 MIMIO.ai
25 followers

A recap of what MIMIO has been up to in 2022, and where we're going in 2023

Venture Capital Firm

A leading venture capital firm focused on B2B SaaS

THE BRIEF

Highlight their General Partners' investment expertise and share their key insights.

Attract LPs and top founders.

THE DELIVERABLES

Long-form ghostwritten articles

Content strategy

Media outreach strategy

THE IMPACT

Successfully contributed to a thought leadership campaign that resulted in a **9-figure fundraiser** and more than a dozen successful exits.

The Rise of the Sidekick App

From Slack chats to Zoom calls, the pandemic has fundamentally transformed the way we communicate. In this shifting landscape, there is one technology innovation that stands out: **sidekick apps**. These are tools that work in the background and only surface when you need them, helping you perform more efficiently and effectively while also increasing your job satisfaction.

A particularly clear example of a sidekick app that is transforming the way we work is [Grammarly](#). It's an AI-powered writing assistant that empowers users to communicate more confidently and leave more of an impact on their readers.

Anyone who has used Grammarly to rework a hard-to-read sentence or write with the appropriate tone knows that its impacts are tangible. And this is only the start.

The pandemic is just one factor that has catalyzed the sidekick app revolution. Innovative technologies such as machine learning algorithms are improving on a daily basis, unlocking new business use cases. Knowledge workers are using these tools to optimize their performance like athletes. In turn, employers are taking note and are adopting new digital tools by the dozen.

What is a sidekick app? Four main characteristics

1. Works in the background and surfaces when you need it

CASE STUDY 04:

Angel Investor Syndicate

A micro venture capital group investing in early stage companies

THE BRIEF

Build brand identity and awareness in order to attract new LPs.

Help the founder explore the opportunity to write a book about his investment expertise.

THE DELIVERABLES

Advice on thought leadership creation

Content editing

LinkedIn management of both the CEO's and the company's profile

THE IMPACT

Posting weekly thought leadership content on LinkedIn **increased follower numbers by 4.5 times.**

LinkedIn impressions increased by 83% in 5 months.

Is a Down Round Really a Dead End?

Published on December 12, 2022



Lateral Capital® Insights

Perspective for Early-Stage Company CEOs



Lateral Capital
121 followers

+ Follow

Down Round Investments (DRIs) may seem like a worst case scenario for early stage companies, however, this isn't always true! In his [recent PitchBook analysis](#), Kyle Stanford, CIAI, explains how DRIs aren't always dead ends. His analysis speaks mostly to larger VC-companies, but what Kyle presents is still worth a look. In this primer, we'll be focusing specifically on how early stage companies should look at DRIs.

The myth of increasing valuations

CASE STUDY 05:

Innovation Hub

A public-private partnership between a regional government and a university to stimulate economic development.

THE BRIEF

Tell the story of this young organization.

Attract partners and innovators from around the world.

THE DELIVERABLES

Content strategy

Content creation

News articles

Thought leadership

THE IMPACT

Grew LinkedIn presence from **0** to **1,500+ followers** in under **6 months**.

Attracted 5,000 in-person visitors.

Levan Center Executive Director Dr. John Wensveen is building the world's first theme park for innovation

Published on August 5, 2022



Alan B. Levan | NSU Broward Center of Innovation
2,171 followers

+ Follow

Dr. John Wensveen is the Executive Director of the Alan B. Levan | NSU Broward Center of Innovation and the Chief Innovation officer of Nova Southeastern University. He brings his extensive experience in academia and industry to his role at the Levan Center, where he leads efforts to develop South Florida's innovation ecosystem.

CASE STUDY 06:

Seed-stage startup

AngeLink is the world's first social crowdfunding platform powered by women.

THE BRIEF

Present AngeLink as a top solution in financial empowerment for women.

Become a thought leader and grow online engagement.

Create engaging content and convert leads into customers.

THE DELIVERABLES

Content strategy
Long-form content creation

Case studies
Thought leadership

THE IMPACT

Secured coverage in **3 major national news outlets**

Attracted upwards of **100,000 views in the first three months**

Fundraised **\$5M in seed funding**

Grew from **30,000 to 45,000 active users**

How We Can Empower Women-Owned Business Ventures And Help Resolve Economic Disparities



Gerry Poirier Forbes Councils Member
Forbes Technology Council COUNCIL POST | Membership (Fee-Based)

Mar 20, 2023, 06:45am EDT

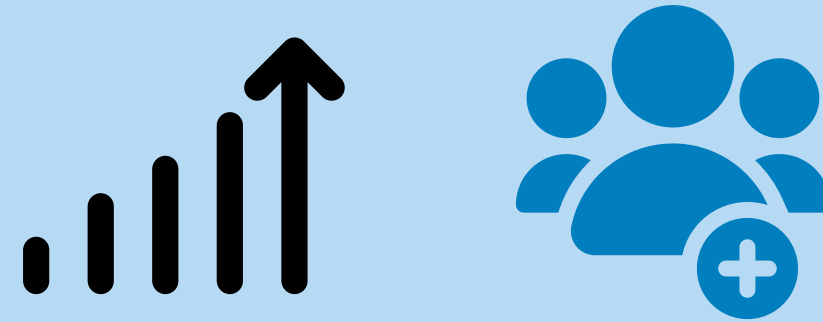
Gerry Poirier is CEO and Founder of [AngeLink](#), a social crowdfunding platform powered by women.





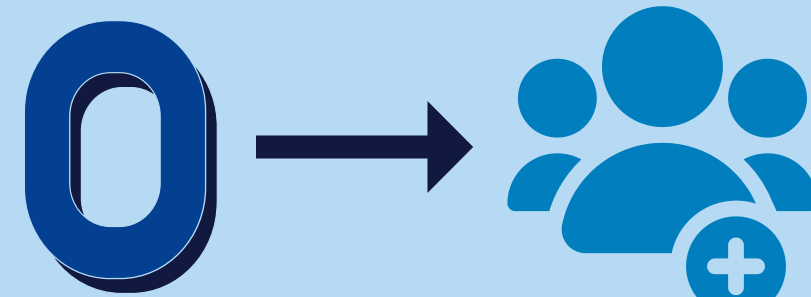
Impact Overview

Scale Up Tech Company



+ 29% LinkedIn followers in 6 weeks

Innovation Hub



1,500 LinkedIn followers in under 6 months

Attracted 5,000 in-person visitors

Investor



Contributed to 9-figure funding round

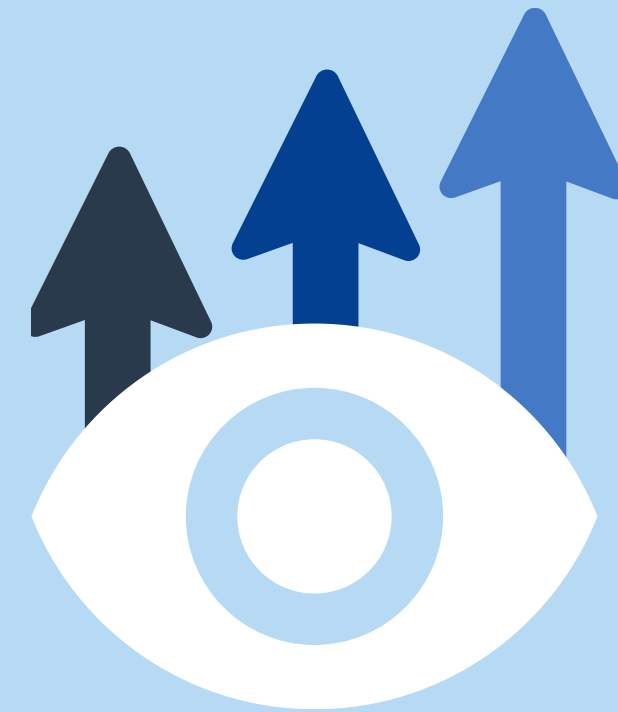


Impact Overview

web3 Company

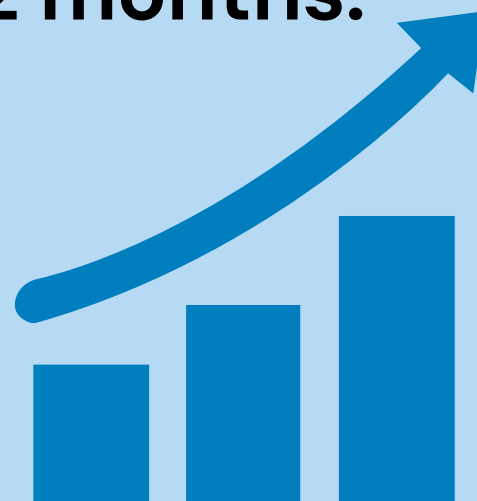
Raised brand awareness.

Wrote press release that attracted over **2,500 views**.



Angel Investor Syndicate

LinkedIn: increased follower numbers by **4.5 times within the first 2 months**.



Increased LinkedIn impressions by **83% in 5 months**.

Client TESTIMONIALS

"I highly recommend Riley to anyone or any organization looking for a rock star writer"

"Riley from ClearCritical is phenomenal!"

"He turns your thoughts into thought leadership."



"Riley can tell you what will be of interest to online readers so what you write will actually get read."

"He turns your thoughts into thought leadership."

John Lilly
Managing Partner
Lateral Capital



"Riley Kaminer is a true collaborator, highly responsive, efficient, and highly thoughtful in writing in the right direction. I highly recommend Riley to anyone or any organization looking for a rock star writer."

Bernardo Scheinkman
Founder & CEO
Smart Cities Americas



"Riley from ClearCritical is phenomenal!"

"He is an expert writer who listens when he interviews and knows how to capture an interviewee's message."

Teresa Grandal Cusse, M.S.
Assistant Executive Director
Alan B. Levan | NSU Broward Center of Innovation