StartupFact@ry[™]

Case Study: Genmark Automation



Genmark Automation

Headquarters: Sunnyvale, CA
Product: Cleanroom robotics

Market: Semiconductor manufacturing

Key Challenges

Prospects perceived the company as secretive and troubled. Products were introduced without any formal go-to-market strategy. The only form of PR was bad press. The company lacked comprehensive product documentation.

StartupFactory, LLC designed a fresh corporate identity, a comprehensive product catalog plus a series of individual data sheets for vacuum and atmospheric robots. Key products were reintroduced using product press releases in the leading trade publications, print advertising, and trade show coverage. We organized a press tour, refocused editors on productive topics and mitigated bad press. The result was a change in customer perception, new interest in products, consistent, positive media coverage, and a significant boost in sales activity.

