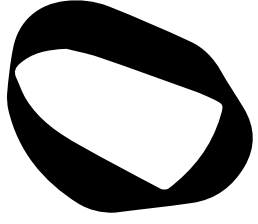


YOUR PR PARTNER FOR
DRIVING ADOPTION, GROWTH,
AND INVESTOR TRUST

 B612



B612 is a New York–based PR agency that helps tech companies drive product adoption, growth, and investor trust.

We work with tech companies at the most critical stage of their journey when they need to turn innovation into market traction and awareness into measurable business results. Whether your company is selling to enterprises or building direct-to-consumer products, we understand the pressures of fundraising, customer acquisition, and rapid scaling, and help turn those challenges into opportunities.

Our mission is to position your product as essential, your team as credible, and your story as investment-worthy. We work mostly with Series A and B companies and build strategies that connect them with the right stakeholders.

Our locations



10+

Years of experience

50+

Clients

2000+

Articles published

Markets

US
Asia
Middle East
Latam

Industries

Fintech
AI
Health Tech
Emerging Tech

Guaranteed Results

Strong Industry Expertise

Meaningful Client Relations



Victoria Vaughan

FOUNDER

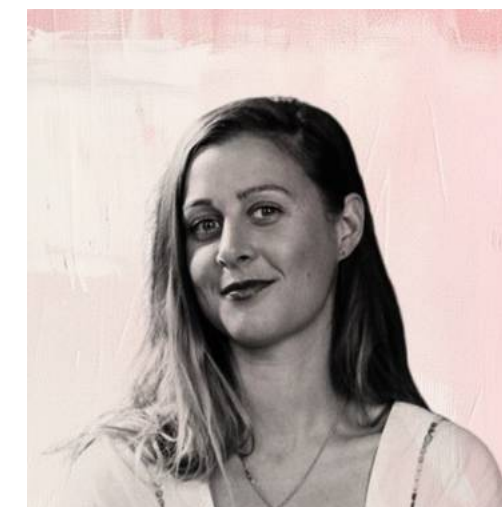
With over a decade in tech communications, Victoria served as CEO of a top-tier media company, directly managing media strategy and operations. As a founder, she understands both sides of the table and focuses on positioning products as essential, building credibility, and turning awareness into growth.



Kara Komarni

HEAD OF PR

With 10+ years working alongside Fortune 500s, Kara scales first-in-market solutions at flagship events and through Tier-1 press including FT, Forbes, Bloomberg, CNBC, and TechCrunch, driving traction and revenue outcomes.



Amanda Smith

CONTENT

Amanda is a skilled copywriter, journalist, editor, and author who creates engaging, story-driven content for brands and businesses. She has worked with over 300 clients globally, including The Advertiser, News Corp, VICE, Singapore Airlines, and TEDx.



Ronnie Albone

PR EXECUTIVE

With a background in journalism and creative writing, Ronnie transitioned into PR and has since found his niche in the world of tech PR.



Sharifa Al-Badi

PR EXECUTIVE MIDDLE EAST

Sharifa is a professional with over 14 years of experience in media and communications. She began her career in journalism before moving into corporate PR. She has worked with clients across various industries such as tech, hospitality, and fashion



Jennifer Jasper

PROJECT MANAGEMENT

Jennifer has over 5 years of versatile experience assisting business owners and entrepreneurs in diverse business ecosystems. She excels in project management, helping clients save time and focus on their core priorities.

Bloomberg



FASTCOMPANY

MIT
Technology
Review

The New York Times

WSJ

The Information

 USA TODAY

VentureBeat



Forbes

The Verge

Investing.com



Blockworks

yahoo!
finance

WIRED

BUSINESS
INSIDER

Entrepreneur

FORTUNE

¹ STRATEGY DEVELOPMENT

² CORPORATE PR

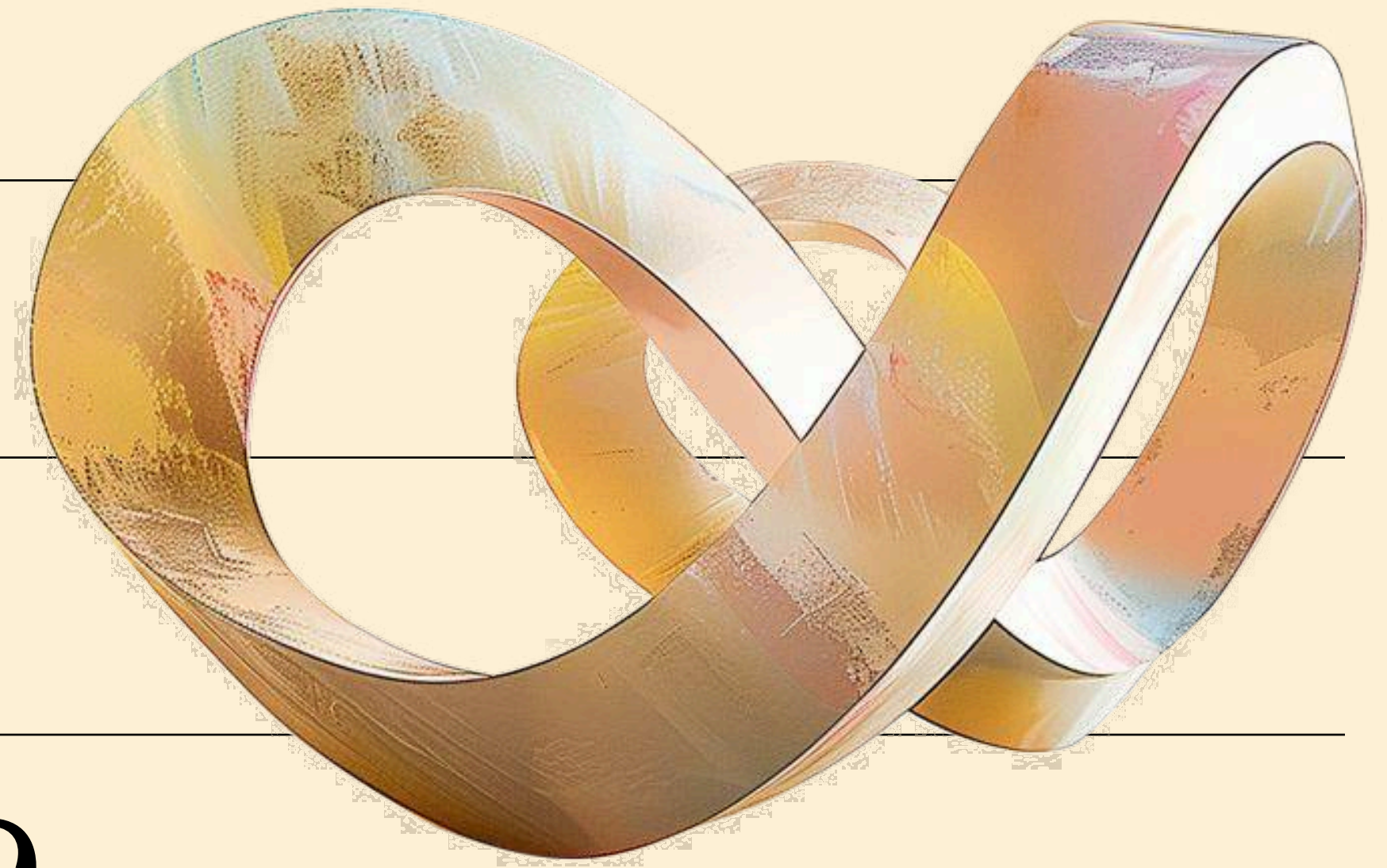
³ PRODUCT PR & USER ACQUISITION

⁴ MEDIA RELATIONS

⁵ SOCIAL MEDIA

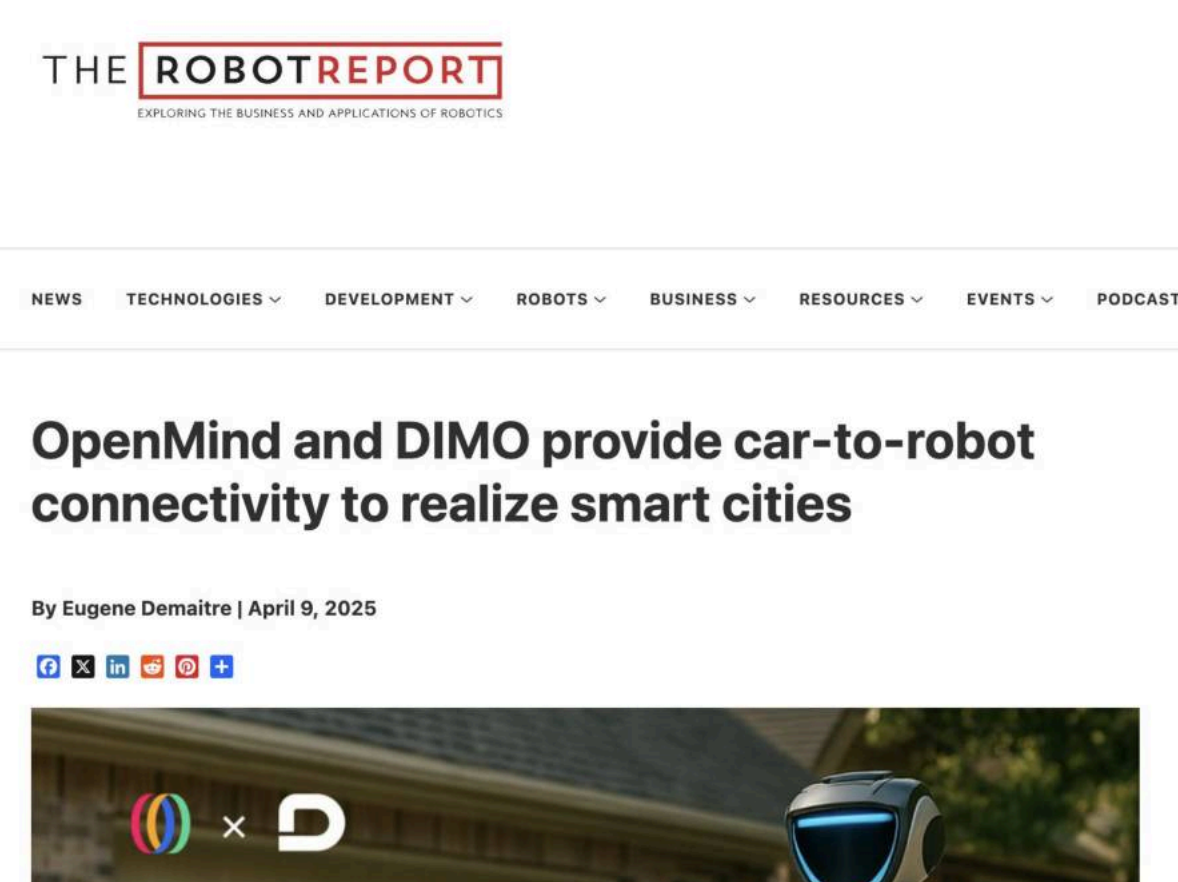
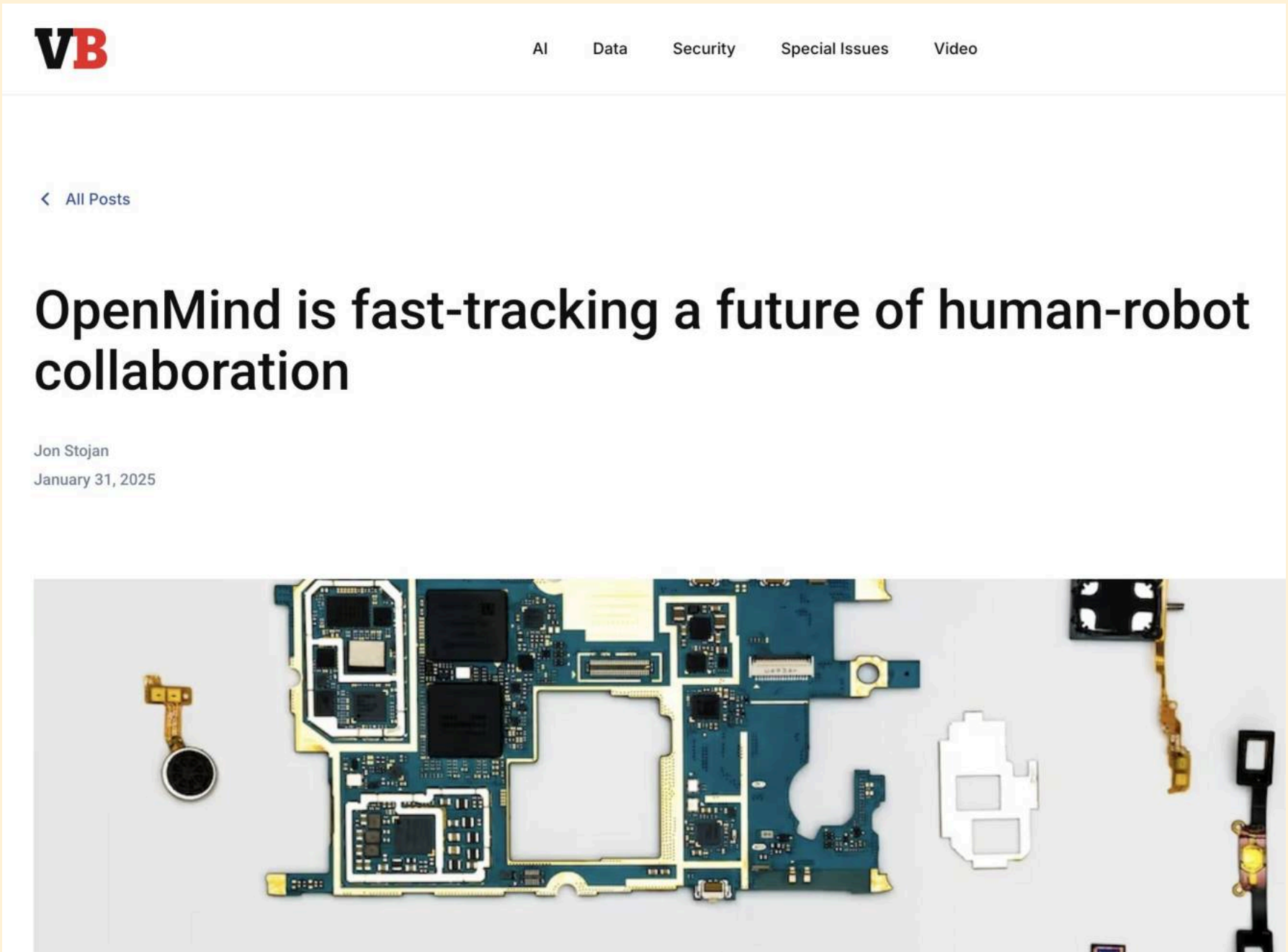
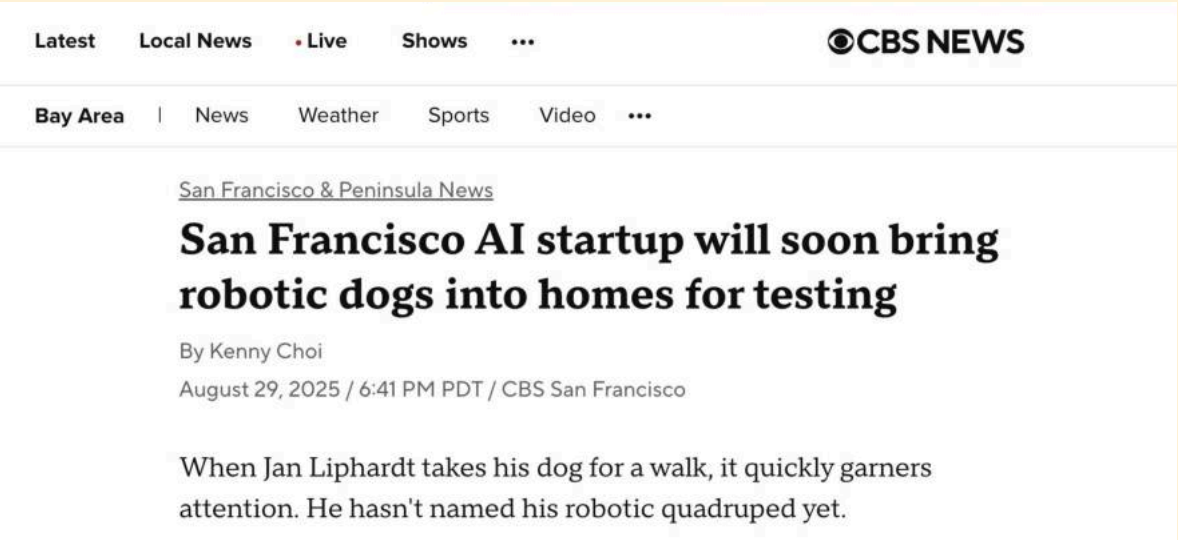
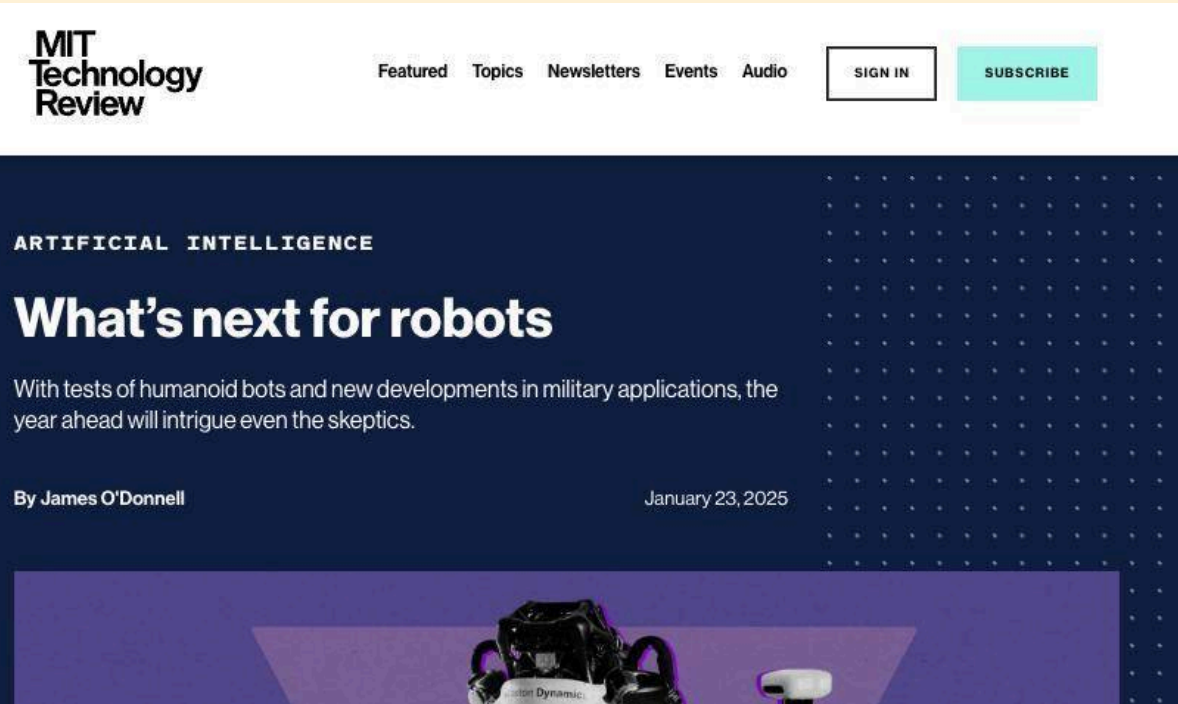
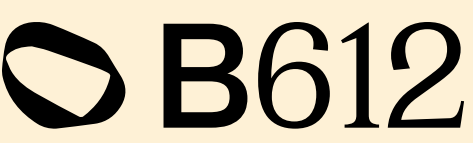
⁶ INVESTMENT PR

⁷ PERSONAL BRAND BUILDING



CLIENT:	Openmind →
VERTICAL:	B2B Software
PRODUCT:	AI-native software for robots
GOAL:	Fundraising
RESULTS:	▪ \$20M Fundraise ▪ 9M Reach ▪ 32+ Media Features ▪ 5+ High-profile partnerships

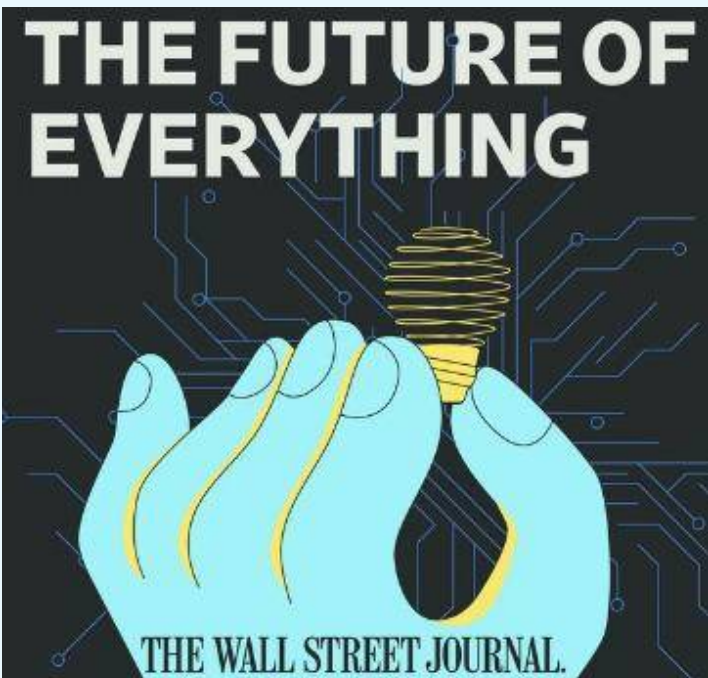
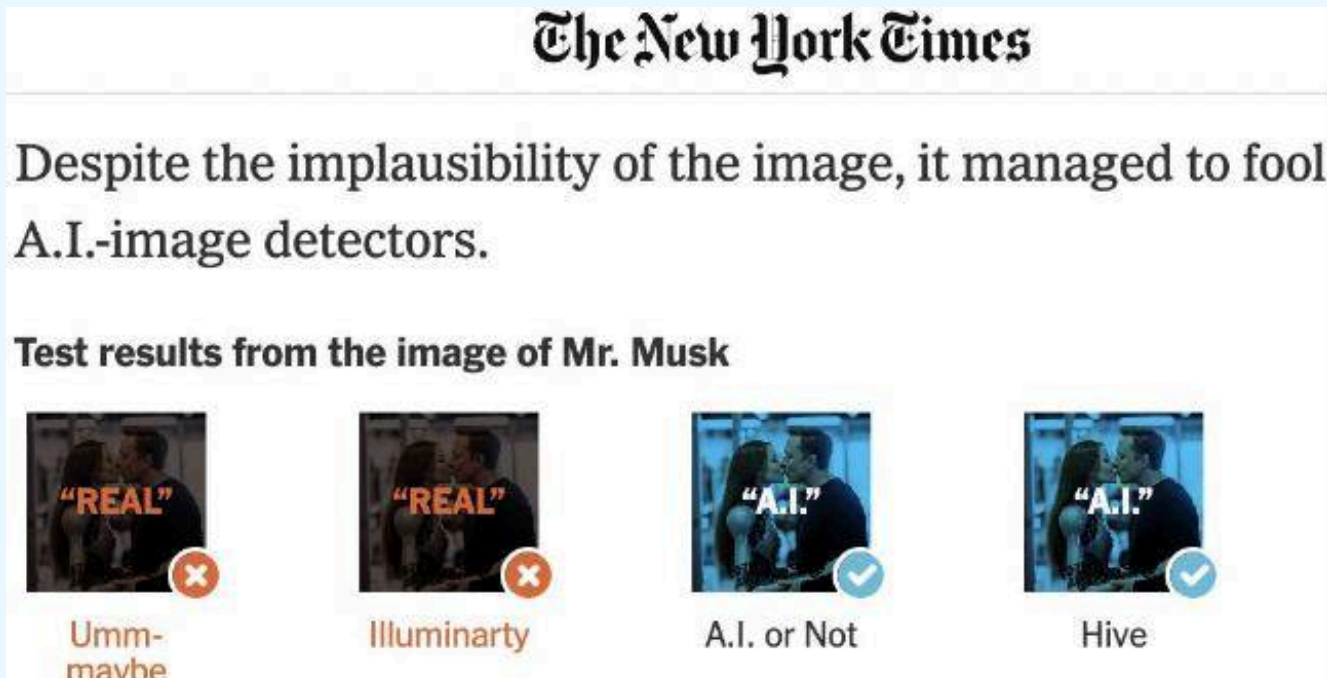
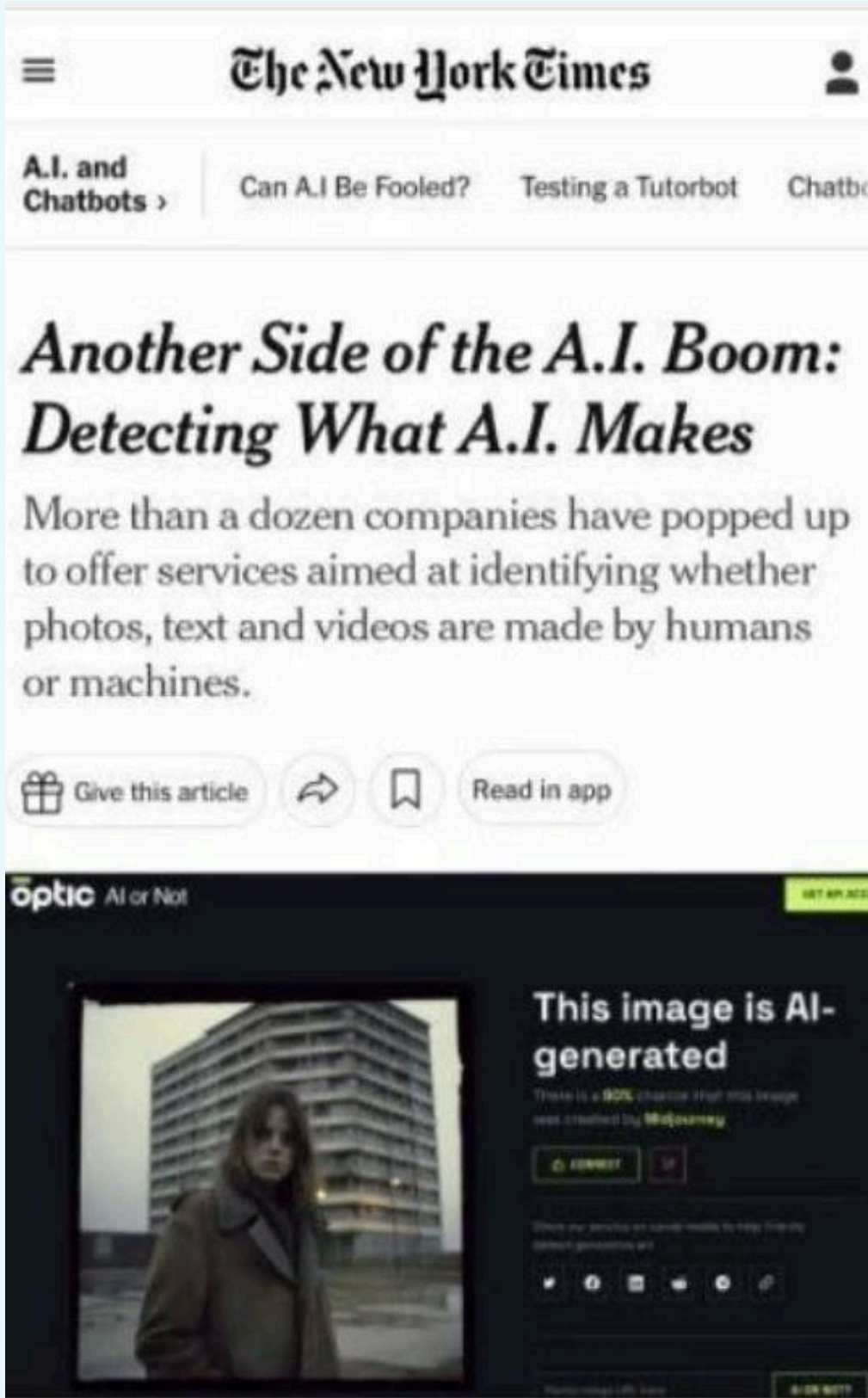
Within 6 months of the PR campaign, Openmind got over 30 organic non-paid coverage in top-tier outlets such as TechCrunch, CBS, MIT Technology Review, VentureBeat, The Robot Report, which generated interest from top-tier VC firms and high-profile partners, leading to a \$20M Series A Fundraise.



● OUR WORK

CLIENT:	AI or NOT →
VERTICAL:	AI
PRODUCT:	AI Detection Tool
GOAL:	Fundraising, Product launch, Growth
RESULTS:	▪ Successful Acquisition ▪ 40M Reach ▪ 10+ Tier-1 Media Features ▪ 32K+ New Users

Right after the launch we were able to put AI or Not to the front pages of NYT, WSJ, AP, BuzzFeed, VentureBeat which has driven initial user growth and after 4 months of PR campaign they secured an acquisition deal.



● OUR WORK

CLIENT: OVER →

VERTICAL: B2C Fashion Tech

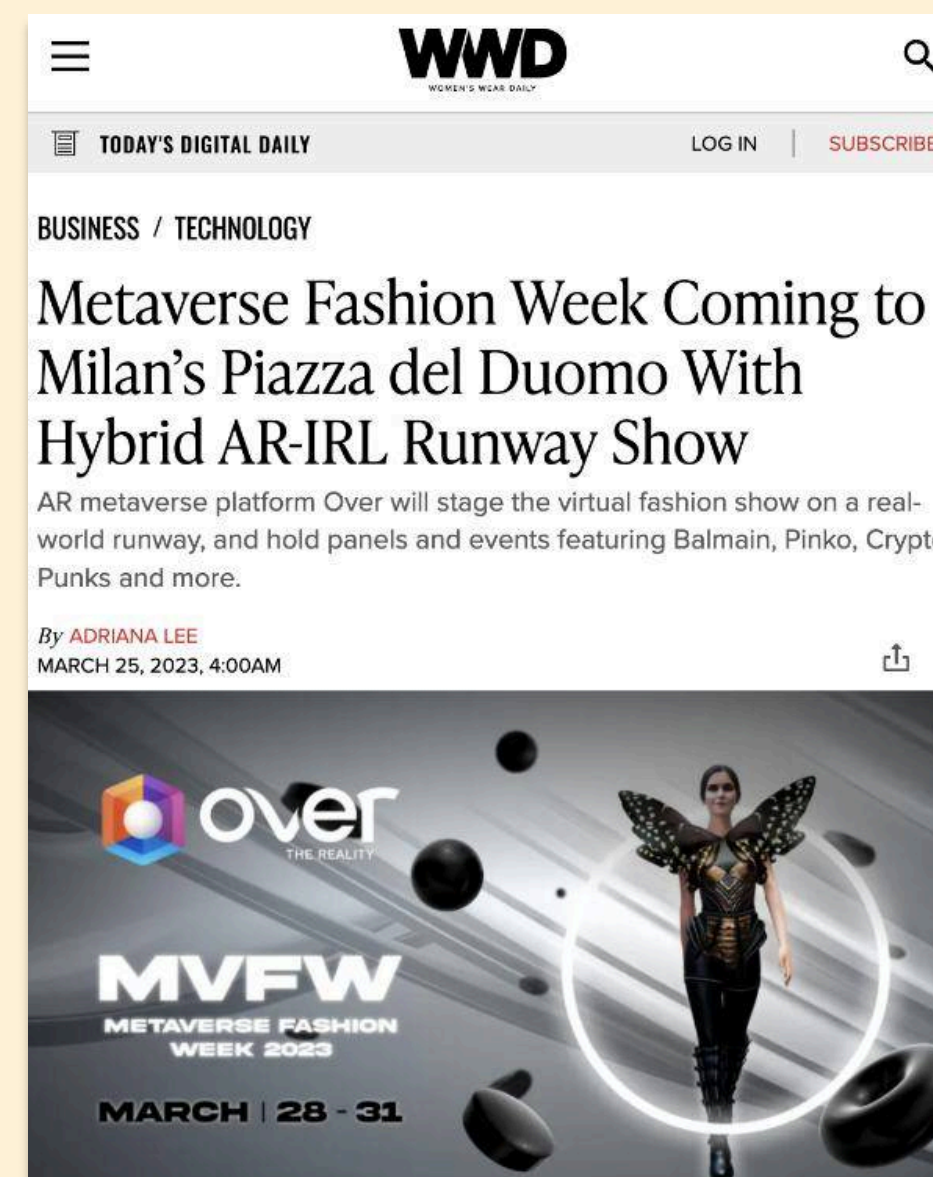
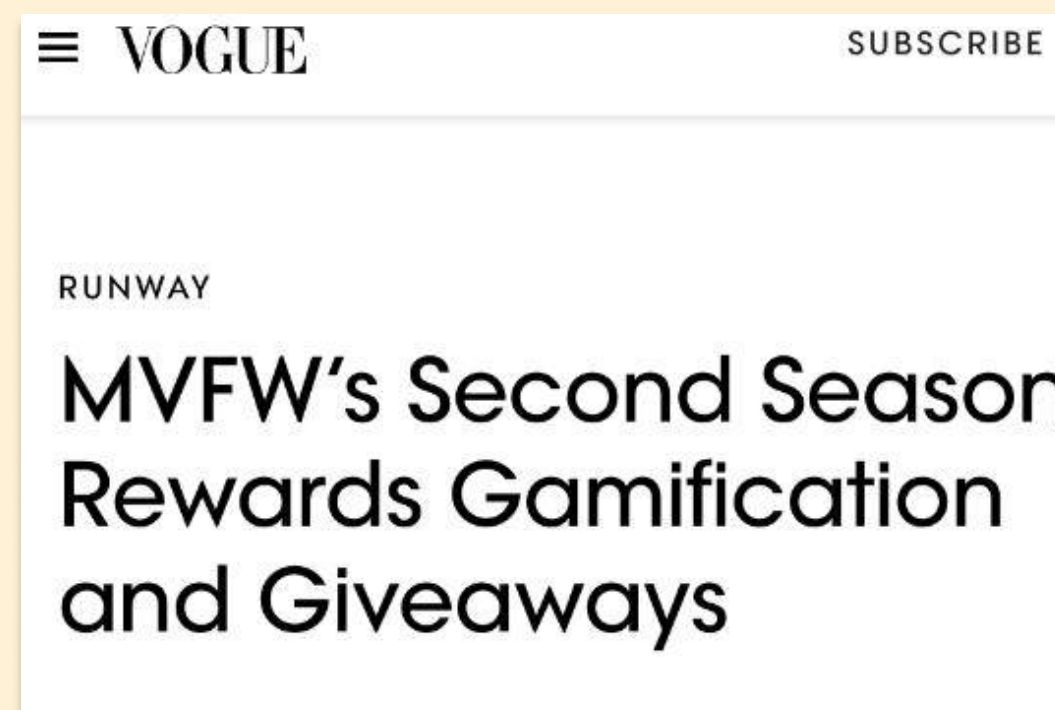
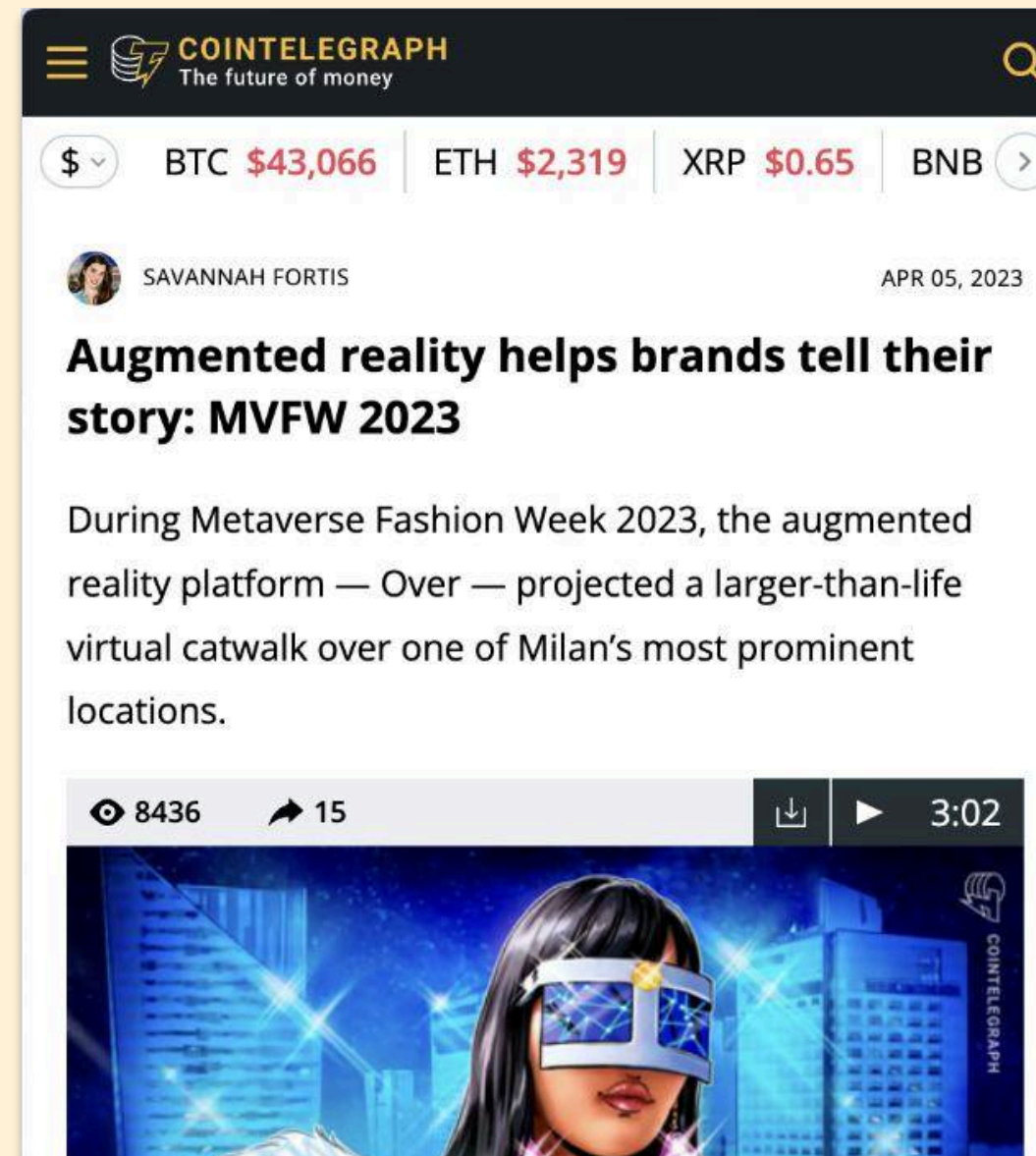
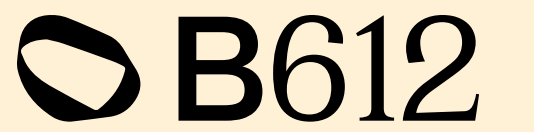
PRODUCT: Metaverse

GOAL: User Growth & New Partnership

RESULTS:

- 10+ Tier-1 Media Features
- 20M Reach
- 26K New Users
- 3 New Partnerships with Fashion Brands

We supported OVER with their Metaverse fashion week in Milan and spread out the news across several media verticals in fashion, tech and web3. Their event was covered by Forbes, Vogue, Decrypt and WWD.





Paige Xu

COO, OPENMIND

Just wanted to say a big thank you for everything over the year. It's been such a joy working together. I've genuinely loved collaborating with and seeing the way you approach storytelling and strategy!!!

You've done an incredible job navigating a fast-moving, high-expectation environment. Your professionalism, dedication, and sheer persistence have far exceeded my expectations tbh.



Andrey Doronichev

FOUNDER, AI OR NOT

B612 took over AI or Not,'s public communications from ground zero and did an amazing job! From the start, we received press coverage from major outlets like NYT, AP, WSJ, and niche web3 media. The team is fast, helpful, and agile, perfect for a startup like us.



Hector Ferran

BLUEWILLOW AI

As a serial entrepreneur, I've worked with B612 on various tech brands over the years. Their team crafts custom strategies for each campaign, handling PR with top professionalism. Thanks to B612, our projects gained exposure on platforms like Inc., TechCrunch VentureBeat, Axios boosting brand trust, user base, and securing major deals.

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