



PR Case Study: Arpeggio Bio Series A

ARPEGGIO BIO PR CASE STUDY

The [Arpeggio Bio](#) management team reached out to The Market Element in early August 2022 to help them develop a press release to announce their recent \$17M Series A to support ongoing development of their drug pipeline targeting transcriptional mechanisms in disease.

Our PR team went through a short series of stakeholder interviews (~2 hours) to better understand the Arpeggio Bio company, brand, solution, target audiences(s) and value proposition. Through this discovery process, our PR team was able to better understand the 'bigger' Arpeggio story involving their purpose, vision and leadership team. While the Series A news was great, our team wanted to pitch a more compelling story to the media that was unique, interesting, and newsworthy.

As a next step, our team created a PR strategy/plan and custom media pitches to go after local, national, and industry outlets. We recommended an embargoed media pitch approach leading up to the official launch (9/8) to generate early interest and engagement. The embargo outreach was very successful as we secured 3 interviews for the client leading up to the press release launch.

Once the press release was launched (9/8), our team did a media outreach to 200+ publications/journalists sharing the story as well as fielding various follow-up questions and subsequent introductions between the journalist and the Arpeggio Bio management team.



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Joey Azofeifa, Arpeggio Biosciences CEO

September 7, 2022 08:18 AM EDT Updated 09:00 AM Financing

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Published: Sep 08, 2022 | By Alex Keown



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Amit Garg

Why We Invested in Arpeggio Bio – Making Safer And More Effective Medications

September 8, 2022 - 1 min read

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Arpeggio Biosciences CEO examines the biotech landscape

Partnering with pharma companies has been a key aspect of Arpeggio's early success, according to CEO Joey Azofeifa.

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BIOPHARMA

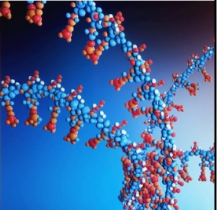
Arpeggio Biosciences rakes in \$17M to measure the transcriptome

Arpeggio Biosciences raised \$17 million in a Series A funding round led by Builders VC. The startup is focused on measuring the transcriptome — which refers to the full range of mRNA molecules expressed by an organism — to develop better therapeutics.

By KATIE ADAMS

Post a comment / Sep 7, 2022 at 8:00 AM



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BANKING & FINANCE | SEPTEMBER 7, 2022 | 6:55:08 AM

Boulder's Arpeggio Bioscience raises \$17M Series A to bolster drug trials

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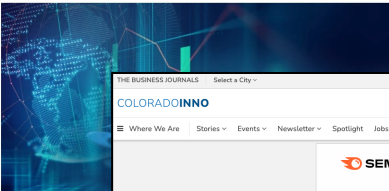
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HOME NEWS AND TRENDS

Arpeggio Biosciences raises \$17M in Series A funding to support drug pipeline

BY LIDA LANS SEPTEMBER 13, 2022 - 3 MINUTES

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Sept. 7 Quick Takes: Arch-backed Orbital launches with RNA platform

Plus Arpeggio raises \$17M series A for transcriptional mechanisms, and updates from Equillum, BoomRay, Zealand and more

BY BIOCENTURY STAFF

September 7, 2022 4:51 PM MDT



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Arpeggio Bioscience raises \$17M Series A to bolster drug trials

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Boulder biotech startup raises \$17M to develop better therapeutics

The biotech startup uses tech to determine how drugs function and guide the development of better therapeutics.





“Thanks again guys, I am VERY satisfied with how this PR went down!”

JOEY AZOFEIFA
CEO,
Arpeggio Bio



ARPEGGIO BIO PR CASE STUDY

RESULTS

Arpeggio Bio received media coverage in several key business and industry outlets sharing the news about their \$17M Series A funds that will go towards supporting their pipeline focused on developing new therapies for diseases caused by dysregulation of transcription. The story was picked up by **10 top tier** publications including:

- 6 Scientific Publications: [Endpoints News](#), [BioSpace](#), [MM+M](#), [MedCity News](#), [Labiotech.eu](#), [BioCentury](#)
- 3 Local Business Journals: [BizWest](#), [Colorado Daily](#), [ColoradoInno](#)
- 1 Tech Journal: [DataDrivenInvestor](#)



**10 TOP TIER
PUBLICATIONS**



**2,034
PRESS RELEASE
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