

Setting the agenda – Epi-V

Epi-V is a specialist private equity fund investing in emerging technology business operating in international upstream oil and gas sector.

Citypress was appointed by Epi-V prior to its launch to position the fund in both the private equity and oil and gas sectors.

Providing an expert voice

We devised a profile-raising campaign comprising a mixture of transactional news and thought leadership commentary placed in UK national press, key oil and gas media and corporate finance titles.

The team ensured the fund’s launch and subsequent transactions effectively conveyed key messages about the team’s expertise and experience, its investment criteria and the hands-on, management-focused approach.

We’ve also generated ‘expert voice’ opportunities to position the fund as a leading light in supporting entrepreneurship within the industry and encouraging adoption of new technologies.

Demonstrating thought leadership

Citypress produced a landmark study into the core business skills entrepreneurs in the sector require to secure adoption of their technology.

Interpreting raw data commissioned from Cambridge Centre for Entrepreneurial Learning, we developed a detailed white paper which was distributed and presented at the leading annual industry event – The Society of Petroleum Engineers (SPE) Annual Technical Conference and Exhibition.

The research was well received and resulted in Epi-V being invited to sit on SPE’s forum to promote awareness around the issues of technology commercialisation.

By securing the support of the leading industry body, the fund has gained a strong, high-profile thought leadership position and a means of directly influencing industry leaders.

