

Press release

Barcelona, 25th November 2016

The Power of Storytelling: Raise Money, Win Your Market, Build Your Brand (and a prominent Silicon Valley VC to tie it all together).

Join us at ECIJA in Barcelona for a live viewing party (snacks and drinks included), where we will network and then participate in the live stream from Silicon Valley on November 30th, from 17:00 to 21:00.

We'll introduce you to Access Silicon Valley and will be sharing some incredible insights live from Silicon Valley.

Every startup needs to be able to tell a story, to win customers and get funding from investors. Startup entrepreneurs unite for one awesome evening of expert insights! Access Silicon Valley and ECIJA invites you to join us for a highly **informative branding and storytelling workshop**. Access Silicon Valley Founder, Roger Rappoport, will moderate this interactive discussion with three industry experts:

- **Jasmine Bina**, founder of Concept Bureau, will explain how to use brand storytelling as a competitive advantage, and how powerful stories can effectively change the hearts, minds and behaviors of your audience.
- **Mike Riviello**, of Redfish Tales will then continue the discussion, diving into how to enhance your company's vision and message for the fundraising process. Mike is a serial entrepreneur, grew up in Silicon Valley and has a deep network with the movers and shakers in the venture world in the Valley.
- **Duncan Davidson**, managing partner at Bullpen Capital in Silicon Valley, will be a special guest! Duncan will provide a VC perspective on the importance of Branding and Storytelling and what role they play in investment decisions. Gain valuable insights on how to create impact and get the VC to write a check!

AGENDA:

17:00-18:00 - Networking

18:00 – 21:00 - Workshop

LOCATION:

ECIJA - Av. Diagonal, 458, planta 8ª Barcelona (08006).

This workshop is aimed to startup founders, startup executives, entrepreneurs, innovators, designers and developers.



You can register and find more information in the following website:
<https://www.meetup.com/es/Access-Silicon-Valley-Barcelona/events/235271730/>

ORGANIZER:



ACCESS SILICON VALLEY

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