A Custom Whitepaper Helps a Startup Generate $6 Million in Funding

THE CLIENT
Two longtime veterans of a global technology giant decided to strike out on their own and start a new business venture. Together, they sought to develop a revolutionary wireless technology that could enable low-cost indoor tracking of billions of assets. The technology was game-changing, but they needed more exposure — and more funding — to turn it from an idea into reality.

THE SOLUTION
The founders of the client had partnered with ABI Research while at their previous company, so they were familiar with our depth and breadth of research in the asset tracking, IoT, and wireless connectivity space.

They turned to us to provide them with a thought leadership piece that could serve as an agnostic, comprehensive evaluation of their technology and its potential.

Working closely with the client, we conducted months of interviews with market players as well as independent analysis of market trends and related data.

The final whitepaper — Enabling Massive IoT with Next Generation Low-Power Sensor-to-Satellite (LP-S2S) Technologies — thoroughly examined the market opportunity and benefits of the client’s technology.

THE RESULTS
The client quickly incorporated the whitepaper into their pitch presentations. Within weeks, the partners secured $6 million in series A funding — their largest infusion of capital. The capital has allowed them to ramp up development and customer acquisition efforts.

The client continues to partner with ABI Research, subscribing to our Industrial & Manufacturing, Location Technologies, and M2M, IoT, and IoE Research Services.

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