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## Disrupting the Status Quo

*LCI Launches Selequity at TechCrunch Disrupt Conference*



It's the biggest conference in tech. And a rarified opportunity for a brand new startup. In fact, [Selequity](#) was one of 24 finalists, out of more than 1,000 entries, chosen to compete in New York City at the TechCrunch Disrupt conference in May. Butterflies? You bet. But Selequity, a commercial real estate crowd funding company, turned to LCI to make sure they were prepared.

First order of business - get the messaging right. LCI worked with the Selequity team to solidify key messages and refine the on-stage presentation. The agency media trained spokespersons and held numerous rounds of rehearsals and refinements to help make the presentation

we're practicing what we preach here at LCI. Please visit our new website and tell us what you think!



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stand out. One of Selequity's important differentiators is the leadership of the company and its years of experience and connections in real estate - creating a curated and experienced team for crowdfunding in the commercial real estate industry. And, THAT impresses the VC community.

### So how did it go?

In a word, great. Not only did the presentation at Disrupt go off without a hitch, but the media covered Selequity's debut - everyone from Tech Crunch to the St. Louis Business Journal covered the company and its entry into a crowded marketplace. Most importantly, Selequity is now poised for growth and many new announcements along the way.

### Welcome Nashville and Istanbul to PRGN

We're delighted to welcome our new PR affiliates in Nashville and Istanbul, the newest members of our Public Relations Global Network ([PRGN](#)):



Reed Public Relations (Nashville)



Aristo Public Relations (Istanbul)



Social Media Award

### **Just in time for PRIDE**

LCI is proud to be named to the San Francisco Business

[@GiantStepD](#)

Times (SFBT) list of top 25 LGBT Businesses for its inaugural issue. Here are Directors David Cumpston and Brianne Miller with SFBT Publisher Mary Huss at the big event.



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Let's get social. Follow, like and engage with LCI!



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