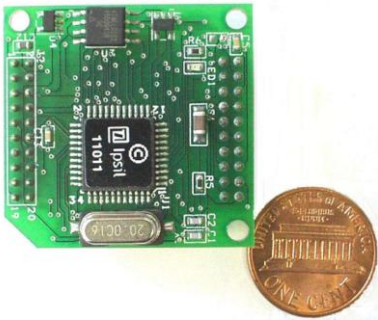


Rainier Launches World’s Smallest Web Server

► Challenge: Create a market for bootstrapped startup



*Ipsil founder
H. Shrikumar*



What do you do with a tiny microprocessor that holds the Guinness Book of World Records title for being the world’s smallest Web server? You form a company and bring Rainier on board to promote and brand the new technology. An entrepreneur, inventor, and business-savvy financier came together with Rainier in 2000 to launch a yet-to-be-named company to commercialize the connectivity solution, build brand awareness of the new technology, and drive sales into 2001.

Rainier walked Ipsil through the naming process, eventually settling on Ipsil for several reasons: the domain was available, you can pronounce the five-letter word, and Ipsil was short for IP on Silicon. Rainier’s corporate launch approach was to pre-brief the industry analyst community (which would also give Ipsil references for their first round of VC funding), then brief the targeted trade editorial community for maximum exposure on the corporate launch date.

► Results: Tiny technology, tiny startup, huge PR coverage

Response to Rainier’s outreach surpassed all of our goals. Ipsil’s technology was well poised to be a major technology player in the burgeoning world of information appliances and industrial automation, and Rainier honed in on these two areas for maximum impact. With Ipsil’s solid business model and time-tested technology, Rainier sparked the interest of the industry analysts in an East/West Coast tour as well as several conference calls. For the editorial community, a mere mention of the buzz words “connectivity” or “information appliance” opened phone lines and office doors for lively discussions of Ipsil’s technology and the future of the markets.

In six weeks, Ipsil went from being a “non-existent” company to headlining the front page of Mass High Tech. Ipsil’s website received more than 60,000 hits in the first 3 weeks, and sales leads came pouring in – Ipsil received more than 100 calls requesting product availability and pricing information within a month of the launch.

Rainier coordinated additional interviews and handled all media and analyst-related requests for Ipsil, resulting in print and online coverage in ECN, EDN, Embedded Technology, Design News, eWeek, Information Week, and The Embedded Internet Times.

InformationWeek

“Envision a world chock-full of devices that are able to communicate with each other through a ubiquitous networking fabric--universal connectivity, if you will. This has been a utopian dream, until now.”



“Ipsil is the ultimate in converged technologies.”



[The \\$1 server](#)



[Invests in Ipsil](#)

Additional coverage followed in analyst reports from several research firms, including "The Network Convergence Trend" by Illuminata and "Internet Home Automation" by Cahners In-Stat. An implementation of Ipsil's FlowStack technology was detailed in the Storage & Servers Solution Guide, and Circuit Cellar Magazine created a series of connectivity articles and a contest based on Ipsil's technology, commencing with a cover story and Ipsil-bylined contributed article.

In a major coup for the tiny startup, Rainier pitched and caught the attention of Red Herring superstar, Rafe Needleman who featured Ipsil in his hugely popular "Catch of the Day" column.

▶ **Value: PR results in Venture Funding**

The media attention swirling around Ipsil helped pave the way for the enabling-technologies arm of Schneider Electric Ventures to make a capital investment in the startup. Schneider's aim was for Ipsil to incorporate low-cost Internet connectivity in Schneider's energy, building, industry and infrastructure products and applications.

Perhaps the most gratifying observation of Rainier's PR program for Ipsil came from the editors at Circuit Cellar Magazine who noted in their coverage, "Ipsil is a company that demonstrated a flair for PR early on."