

Wavemaker Labs Selects Golin to Lead Media Strategy for a Series of Portfolio Companies Preparing for Market Rollout

[CommPRO](#) Editorial Staff



[Interpublic Group](#) (NYSE: IPG) agency [Golin](#), announced a new partnership with [Wavemaker Labs](#), an early stage venture capital fund and corporate innovation studio that supports a family of geo and industry-focused start-ups. Golin's global technology experts will represent multiple

companies within Wavemaker's portfolio and drive media strategy to help introduce these companies to market. The agency's appointment follows an existing successful partnership between Golin and Miso Robotics, another Wavemaker brand that is disrupting the restaurant and food service industry by bringing artificial intelligence to the kitchen.

Wavemaker Labs, a part of global venture capital firm Wavemaker Partners, is a corporate innovation studio that builds disruptive technologies for corporate partners that need to innovate and grow. Specializing in the food and agriculture technology space, its goal is to help these partners think and execute like start-ups, and ultimately bring disruptive technology to market that advances their industry and business.

Golin's remit with Wavemaker Labs is to develop messaging, positioning and the narrative for the emerging automation start-ups that are part of Wavemaker's portfolio, including

[Graze](#) Autonomous Mowers, Piestro and Bobacino which are new companies focused on the food and agriculture technology and automation space. Golin will be responsible for introducing and elevating the profile of each start-up to their respective markets, as well as business, technology, local and industry-vertical press. The addition of Wavemaker Labs adds to Golin's expanding global technology client portfolio.

"Wavemaker Labs has an incredible track record of identifying and investing in companies that have the ability to drive meaningful change across industries while enhancing people's lives," said Matthew Lackie, president, global technology practice & managing director, San Francisco at Golin. "The opportunity to give a voice to companies that have the power to transform business, society and the way we live is what gets us up in the morning every day."

Wavemaker Labs has been working with Golin since 2018 to elevate the profile of one of their portfolio companies – Miso Robotics – an AI startup driving automation in the commercial kitchen. Under that remit, Golin proved to be a powerhouse in delivering media results, investor interest and helped the company reach over \$1M in funding within the first week of their equity crowdfunding launch. The current raise is targeting up to \$30M in funding and is well underway to success.

"In working with Golin, I've seen the power behind earned-first attention and know its potential for driving tangible business outcomes," said Buck Jordan, CEO of both Wavemaker Labs & Miso Robotics. "Golin's storytelling capabilities have helped us achieve attention and recognition from investors and customers alike, including major brands that are ready to partner with us based on conversations Golin helped create. They have an incredible ability to take the most complex and future-focused technologies and translate them into stories that have human impact. We are excited to bring their smart thinking to some of our newest and fastest growing ventures."

Golin will continue to work with Miso Robotics, in addition to [Graze](#), Piestro and Bobacino. Agency work for all companies is led out of Golin's technology hub in San Francisco.