



AMERICA'S SEED FUND

WEEK

MAY 12-14, 2026

33 Days.

100+ Speakers.

How Established produced America's Seed Fund Week for a federal client. From authorization to execution.

2026

 ESTABLISHED

The Challenge

The Ask

Produce America's Seed Fund Week from May 12-14

A multi-agency virtual event showcasing America's Seed Fund (SBIR/STTR program) with full production, marketing, branding, and live event management.

The Timeline

~33 Days from Authorization to Execution

Build the system, coordinate speaker logistics, market and run the event in approximately 33 days.

The Stakes

11 Federal Agencies. Zero Margin for Error.

100+ speakers across government, academia, and industry. Live federal stakeholders watching. One shot to get it right.

The Numbers

33

Days

Authorization to execution

5,300+

Registrants

Across all event sessions

100+

Speakers

Coordinated and onboarded

11

Agencies

All SBIR/STTR programs represented

Platform: Zoom Events · Format: Fully Virtual · Lead Time: ~4 Weeks · Team: Lean

How We Did It

Systems Design

- Built master coordination system from scratch
- Speaker database: bios, headshots, links, statuses
- Centralized run-of-show tracking all 100+ slots
- Single source of truth for platform setup
- Post-event checklist: recordings, uploads, wrap

Event Branding

- Designed custom event visual identity
- Created branded Zoom backgrounds for client
- Produced session graphics and event assets
- Fast-turnaround revisions within tight timeline
- Delivered custom social cards for event promotion

How We Did It cont'd

Speaker Management

- Coordinated calendars across 100+ speakers
- Collected and catalogued bios and headshots
- Wrote speaker scripts for client
- Ran tech checks on Zoom Events
- Onboarded speakers to platform protocols
- Fielded all speaker questions and escalations

Platform + Production

- Configured full Zoom Events environment
- Built event sessions, tracks, and registrations
- Managed speaker and attendee access tiers
- Programmed program flow and session order
- Set speaker on/off camera transitions
- Tested platform end-to-end before go-live

How We Did It cont'd

Live Event Execution

- Served as main POC throughout entire event
- Managed real-time program flow and timing
- Called all speaker on/off camera transitions
- Troubleshoot tech issues as they surfaced live
- Kept sessions on schedule across all tracks
- Maintained broadcast quality and presenter confidence

Post-Event Delivery

- Coordinated all post-event materials and assets
- Edited and processed session recordings
- Uploaded video library to YouTube
- Organized assets for client archive
- Documented process for future replications
- Delivered complete event wrap-up package

The Result

What a successful launch looks like...

For the client

- Every agency represented
- 100+ speakers on-platform
- Zero missed sessions or tech failures
- Professional broadcast quality, start to finish
- Recordings delivered and published post-event

What a successful launch looks like...

For the ecosystem

- 5,300+ founders and innovators registered
- National SBIR/STTR awareness expanded
- Innovators reached at scale
- Live multi-agency collaboration demonstrated
- Event content accessible via YouTube archive

The event successfully reached its intended audience, achieving over 60% attendance from targeted participants. Of the registrants ~4,000 identified as startups, and 3,700 were potential first-time applicants. This is reflective of strong outreach to new and emerging innovators. Overall, the results reflected highly effective audience targeting and marketing efforts.

The Takeaway

Established excels at operating in fast-moving, high-stakes environments where strategy and execution must happen simultaneously. We deliver operational excellence under tight constraints, providing reliable execution with minimal oversight, which is why federal agencies trust us to represent and support mission-critical initiatives in real time.