

Grant Draper Launches CapstreamX, Aims To Help Businesses Re-Imagine The Way They Communicate

San Francisco May 7, 2015 – CapstreamX, founded by creative communications strategist Grant Draper, announces its launch today, stating that it aims to help businesses in critical resource sectors by helping them to integrate advanced analytics and digital strategies in their communications and marketing.

The brainchild of Grant Draper, CapstreamX offers businesses engaged in the critical resource sectors of the economy – agriculture, energy and technology – a sector-based approach to communications services. Increasingly, companies serving these markets are sharpening their approach to communications and marketing by optimizing efforts to focus on the activities that have the greatest impact and help them grow faster.

When Grant Draper was first getting involved working with agriculture, energy and technology companies, he realized most businesses in these sectors were still approaching communications and marketing with traditional business-to-business tactics. In today's converging (paid, earned and owned) media world, integrating advanced analytics with digital-focused strategies can be a powerful springboard for generating business momentum and establishing a foundation for competitive advantage.

Energy technology company, Terrestrial Energy is leveraging advanced analytics in helping execute its strategy to stake out a global leadership position in the advanced generation IV nuclear small modular reactor (SMR) design sector. CapstreamX has guided the Company's development of native content, corporate branding, messaging and positioning, executive media training and journalist outreach strategies.

Says CapstreamX founder Grant Draper about the agency's founding, "The idea for CapstreamX came about from talking with many influencers and prominent journalists covering the energy, agriculture and technology sectors. These conversations enabled us to quickly establish market needs and focus our efforts on executing game-changing content strategies in support of our client's immediate goals and objectives."

About CapstreamX

CapstreamX is a communications, native advertising, branding and PR marketing firm focused on serving companies engaged in the world's critical resource sectors of energy, technology and agriculture. With a team experienced in working with energy, technology and agriculture businesses, CapstreamX creates native content for the media where our clients' target audiences consume it, including websites, social media, video, branding, messaging and positioning, media training, opinion editorial, byline and blog commentary and journalist outreach programs. The agency is headquartered in San Francisco with team members also located in Washington, New York, London and Singapore. Visit www.CapstreamX.com

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