Agenda

- Marketing Committee Goals & Objectives
- RISC-V Foundation Status
- 2019 Marketing Plan Highlights

It is a revolution!
RISC-V Marketing Task Groups

Marketing Committee

Events
- workshops, seminars, ...

Content
- web, getting started guides, videos...

Research
- analyst data, industry reports...

University/Outreach
- education promotion, class material, ...
Marketing Committee Goals & Objectives

• Grow the RISC-V Foundation membership

• Increase awareness among technical community, engage with developer audience
  - Further expand U.S. media program while ramping up media in China and Europe
  - Grow social following on Twitter and LinkedIn; build following on WeChat and Weibo

• Build out the RISC-V ecosystem
Benefits of RISC-V

- Simple
- Stable
- Modular
- Designed for Extendibility / Specialization
- Clean Slate Design
Value Proposition for Members

- Ability to drive standards and set direction on future specifications
- Marketability to a large client base
- Exposure to global markets
- Use of the RISC-V trademarks and logos
- Strong ecosystem for support
- Several RISC-V Foundation Groups for support (technical, marketing, educational, etc.)
RISC-V Foundation Growth
September 2015–February 2019

- Platinum
- Gold
- Silver
- Auditor
- Individual
Awareness Events

1 major annual summit (San Jose) + 2 workshops (Zurich & Taiwan)

- Expecting to grow the number and size

15 1-day events

- US (Milpitas, Irvine, Austin, Boston)
- China (Beijing, Shanghai, Hanzhou, Shenzhen, Chengdu)
- Europe (UK, Munich, Berlin, Paris, Tel Aviv, Estonia)

Sponsored webinars

Continue working with members on grass root initiatives

- Meetups
- Member held events
Meetups (1,500+ Members)
Grass Roots Effort

Bay Area RISC-V Group
https://www.meetup.com/Bay-Area-RISC-V-Meetup/

Rocky Mountain Area RISC-V Group

Austin Area RISC-V Group
https://www.meetup.com/Austin-Area-RISC-V-Group/

Israel RISC-V Meetups
https://www.meetup.com/Israel-RISC-V-meetups/

Cambridge RISC-V Meetup Group

Bristol RISC-V Meetup Group
https://www.meetup.com/Bristol-RISC-V-Meetup-Group/

Pune RISC-V Group
https://www.meetup.com/Pune-RISC-V-Group/

Vienna RISC-V Meetup
https://www.meetup.com/Vienna-RISC-V-Meetup/

Shanghai RISC-V Meetup
https://www.meetup.com/shanghai-riscv/
Education

Develop Education Resources at All Levels

Drive Adoption by Universities

Develop Corporate Education Partnership Programs to Reach Students Globally

Drive the Development of a Low Cost Board

Create Educational Videos

Develop Online Training Modules
Social Media Activities

• Develop and execute “RISC-V TV”
  - Host quarterly webcasts with ecosystem to be shared on YouTube and Tencent

• Activate quarterly Tweet Chats with the community
  - Answer questions about RISC-V
  - New updates to the spec
  - Updates on member organizations
Upcoming APAC Activities

- **Target Media during China 1 day events**: Host 1:1 member meetings with media.
- **Activate WeChat and Weibo profiles**: Working on legal trademark.
- **Baidu SEO Campaign**: Focus campaign to measure progress.
# Marketing Activities (1H 2019)

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<td><strong>Including what's new from member companies including PR, training, articles, events, etc.</strong></td>
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**RISC-V Foundation Workshop Taiwan**
Join the Revolution

Join the marketing committee and help us accelerate RISC-V growth

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Thank You