THE RISC-V FOUNDATION

Ted Marena
Marketing Chair
RISC-V Foundation
ted.marena@wdc.com
Agenda

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

You have the right to innovate!
Communication Challenges

- In April the RISC-V Foundation moved from Workspace to Groups.io

- All email communication from the RISC-V Foundation is in this format:
  - xxxx@lists.riscv.org

- Please check your Junk and Spam folders

- Create a custom rule or filter to ensure these go to your inbox
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; establish following on WeChat and Weibo

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

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

- Ability to drive standards and set direction on future specifications
- Visibility 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.)
Engaging 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
Upcoming EMEA Roadshow

Save the Dates! **Website and Registration** now live!

<table>
<thead>
<tr>
<th>Date</th>
<th>City</th>
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<tbody>
<tr>
<td>Monday, September 16</td>
<td>Tel Aviv</td>
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<td>Wednesday, September 18</td>
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<td>Thursday, September 19</td>
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<td>Monday, September 23</td>
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**SPONSORS**
- Andes Technology
- GreenWaves
- Hex Five Security
- Microchip Technology
- Minres Technologies GmbH
- SiFive
- Syntacore
- Trinamic Motion Control
- Western Digital

Additional companies can join!
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  
https://www.meetup.com/Rocky-Mountain-Area-RISC-V-Group/

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

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

Cambridge RISC-V Meetup Group  

San Diego RISC-V Group  
https://www.meetup.com/San-Diego-RISC-V-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/
Marketing Activities (1H 2019)

Q1 2019

- RISC-V Wroclaw Open Source Meetup #1
- SweRV Meetup
- Embedded World Meetup
- Microchip Meetup
- RISC-V workshop Taiwan
- WDC SweRV core Announcement
- Embedded World Taiwan agenda
- RISC-V Rocky Mountain Meetup
- Dvcon

Q2 2019

- 1-Day NA Tour
- RISC-V 1-Day Tour- China
- Bristol Meetup
- DAC
- Member news announcement
- Summit call for papers
- Technical TG update
- Zurich Agenda
- CEO Release
- RISC-V 1-Day Tours announcement
- Zurich CFPs
- Momentum release
- Embedded World CFPs
- RISC-V workshop Taiwan agenda

Events

External Company Milestones

Press Releases/ Media Alert

Dedicated Awareness

Social / content Articles

Including what's new from member companies including PR, training, articles, events, etc.
To continue this growth, we’re calling the membership to share their news, continue to promote their successes and work closely with the Foundation to amplify the news.

*Coverage total pulled from TrendKite*
Get Social

@risc_v, #riscv
risc-v-foundation
riscv.org
You Have the Right to Innovate

Join the marketing committee and help us accelerate RISC-V

Ted Marena
Marketing Chair
ted.marena@wdc.com

Peter Glaskowsky
Research Chair
peter.glaskowsky@esperantotech.com

Celeste Cooper
Events Chair
celeste.cooper@wdc.com

Michael Gielda
Content Chair
mgielda@antmicro.com

Mary Bennett
University Chair
mary.bennett@embecosm.com

Alex Guo
APAC Chair
xfguo@xfguo.org
Looking Ahead

Target Media during EMEA 1 day events
Host 1:1 member meetings with media

Promote Summit
Achieve at least 2k attendees

2020 Events
Looking to have 3 Summits (SJ, EMEA, China)
Call to Action

• Need more companies to be promoting RISC-V
• Sign up to participate in the EMEA roadshow
• Create technical content and we will make you visible
• Increase your marketing budget for 2020
Thank You
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