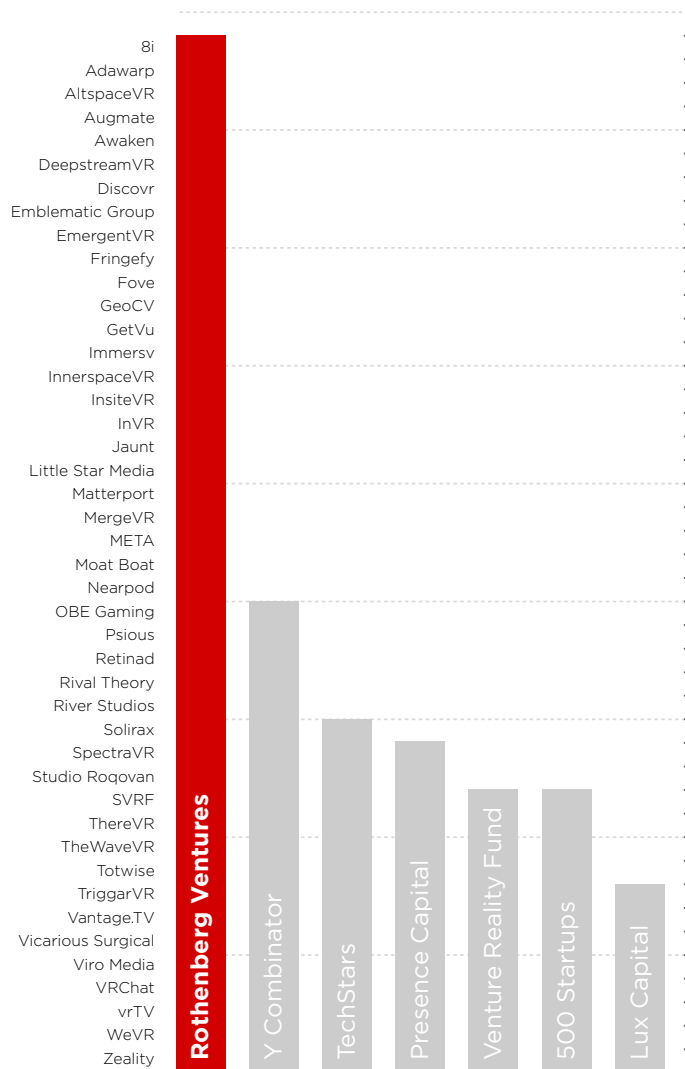


# RE-SKINNING ROTHENBERG

In September of 2016, amidst a high profile SEC investigation, Mike Rothenberg [rebranded](#) his Rothenberg Ventures investment firm to Frontier Tech Venture Capital.



Source: Rothenberg Ventures and Recode.

The following spring I was brought on as a marketing and PR consultant, handling both creative direction assignments for his subsidiary, River Studios, as well as crisis management advisement to Rothenberg Ventures. Among my proposals, I convinced Mike that—if he survived the SEC investigation—the brand equity of Rothenberg Ventures was too valuable to dump, and if he didn’t, well then it wouldn’t matter anyway.

Taking my advice, in May 2017, Mike ditched Frontier Tech Venture Capital, whose website began redirecting back the Rothenberg Ventures URL.

I also proposed a website reskin that maintained the existing content, as well as a minor update to his company mark.

These are shown here.

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Shown at left: By 2017 Rothenberg Ventures was the single largest early stage investor in the entire AR/VR space.

# RE-SKINNING ROTHENBERG

NEW STACKED LOGO



PRIOR STACKED LOGO



NEW HORIZONTAL LOGO



PRIOR HORIZONTAL LOGO

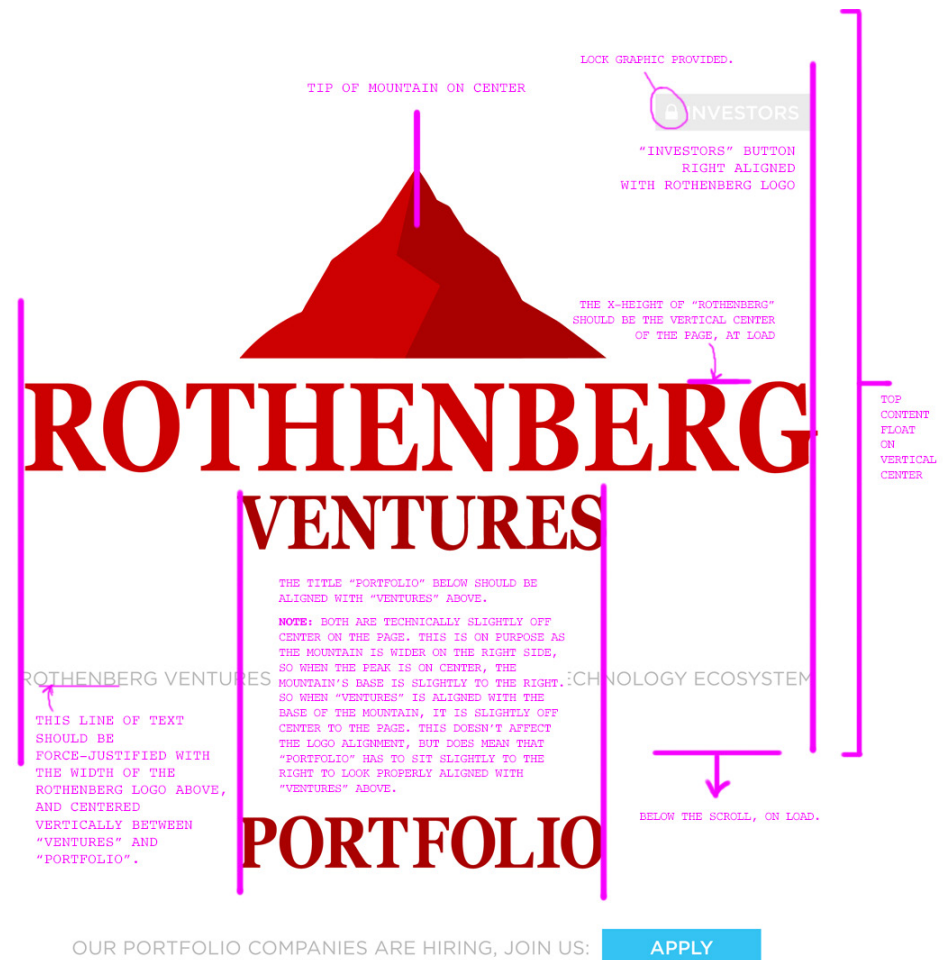


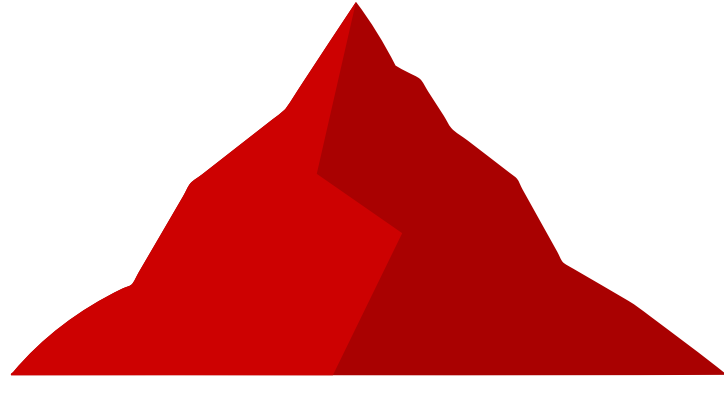
# RE-SKINNING ROTHENBERG

PRIOR HOMEPAGE, ABOVE THE SCROLL



REVISED HOMEPAGE, ABOVE THE SCROLL





# ROTHENBERG VENTURES

ROTHENBERG VENTURES INVESTS IN THE FRONTIER TECHNOLOGY ECOSYSTEM

## PORTFOLIO

OUR PORTFOLIO COMPANIES ARE HIRING, JOIN US: [APPLY](#)

### VIRTUAL REALITY & AUGMENTED REALITY


### ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

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### ROBOTICS

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### DRONES & 3D

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### SPACE & AEROSPACE

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### CONSUMER & ENTERPRISE


### ACCEPTING APPLICATIONS FOR FALL 2017

<p>APPLY TO RIVER ACCELERATOR FALL 2017 SEASON</p>		<a href="#">APPLY</a>
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THE RIVER ACCELERATOR, POWERED BY THE RIVER ECOSYSTEM

