



WHAT WE DO

- Write you an entertaining **speech** or **presentation**
- Increase engagement and improve SEO with **blogs**
- Create viral **social media** content
- Proof or punch up** articles for lay audiences
- Give you or your team **science communication training**
- Make delightful **infographics**
- Write, shoot, and edit **video**
- Create engaging **newsletters**
- Create spot-on **website copy**

WE GET YOUR IDEA

We're nerds. Our team has backgrounds in STEM fields such as mathematics, engineering, and evolutionary biology. We've got advanced degrees and for some reason, we're using them to do this.



Neil deGrasse Tyson calls us "a creative engine of science comedy for all those who seek it."

WHY HUMOR?

- Laughter increases **energy, interest, and approval** of a topic.
- Comedy can make you come across as a **better** scientist. Increased humor correlates with your audience perceiving you not only as more **likable**, but also as of greater **expertise**.
- Comedy can make others view you as more confident and competent. A study on the relationship of humor and status found that "when an individual makes a comment that is funny and appropriate, others view him as higher in confidence and competence, which leads to higher ratings of status."
- Audiences retain more information longer when they enjoy receiving it.

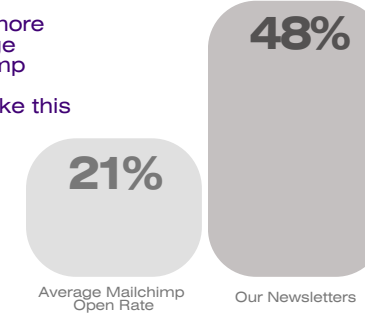


We make smart people funny.

OUR WORK

NEWSLETTERS

Our newsletters get more than twice the average open rate on Mailchimp (48% vs 21%). We've created newsletters like this



SEO BIOGS

We're on the first page of Google search results when you search for "science comedy writing."

SOCIAL MEDIA VIRALITY

Some memes we've made have gone viral. And mentions. And fun threads. We have experience running the social media accounts for clients with hundreds of thousands of followers, like Sophia the Robot on Instagram, with 137k followers.



SCIENCE ENTERTAINMENT WRITING



Our cofounder was head writer for StarTalk with Neil deGrasse Tyson. Here's a clip of a gameshow she created called "Nebula or No-bula".

TELEVISION



We wrote jokes for an Alzheimer's fundraiser hosted by Seth Rogan, Martha Stewart, Jane Krakowski, and others.

EVENTS

CONVERSATION & DIGITAL CHARACTER DESIGN

HONDA RESEARCH INSTITUTE



We have written multiple papers with Honda Research Institute published in social robotics journals about conversational design. One paper won the "Most Entertaining" award.



SOPHIA

We were the powerhouse personality-creation team behind Sophia the Robot. We created speeches to explain her chatbot system to attendees at the UN as well as countless other heads of state and celebrities.

DIGITAL



We've developed the personality for digital characters who have chatted with celebrities such as Mark Cuban and Ron Howard. We helped create an AI-powered avatar for Volkswagen who lived in the dashboard.

Sotheby's

ART

We've helped create two AI-powered interactive characters that sold at auction at Sotheby's for \$500k and \$700k



FILM

Our work on Sophia the Robot features prominently in a forthcoming Showtime documentary. Here's us on the red carpet for the Tribeca Film festival premiere.

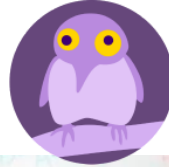


FUN FACTS

ABOUT OUR FOUNDER

- Sarah wrote for the White House Correspondents' Dinner.
- She once did a birdcall on The David Letterman Show.
- She's also the head writer for a comedy TV show about physics on National Geographic





WHAT WE DO

- Technical and creative consulting
- Personality bible creation
- Interactive script writing
- Training data creation for neural networks
- Character social media presence
- Voice performance recruitment and direction



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David Hanson said that "not only did they bring wit; they brought insight, creativity, passion, and purpose."

WE BRING YOUR BOT TO LIFE

Don't let your robot or chatbot be generic! Give it a character and your users will thank you for it. We're a team of comedy writers with a strong background in AI and tech, who can write a personality bible for your social robot, consult on your chatbot, write out routines, games, and interactive scripts to maximize the entertainment value of your character!

WHY US?

We've written the personality for celebrity robots and award-winning academic chatbots. We've even sold two interactive chatbots at Sotheby's for a total of \$1.2 million. There's a lot more bragging on the next page.

OUR WORK

WHY HUMOR?

You want people to engage with your bot. How do you keep people interested? Humor is an effective way to increase the user experience. Read our interview in Business Insider on "Why AI Should Not be Boring."



We were the creative team behind Little Sophia, an at-home robot to teach girls how to code

SOCIAL MEDIA VIRALITY

We've increased the numbers of social media followers of robot and AI characters online by up to 50x, and we've run social media accounts for clients with hundreds of thousands of followers, like Sophia the Robot with over 215k followers on Instagram and over 134k on Twitter. Some of our posts have gone viral.



We're at the intersection of entertainment and technology. We're a team of writers who've previously written for places like the White House Press Correspondents Dinner, The Onion, The Harvard Lampoon, The Late Show, and other late night TV shows. We've even written for an AI-driven comedy outlet called Botnik. Our creative work is influenced by our technical backgrounds in web design, coding, math, and the hard sciences

WE CAN ALSO WRITE FOR YOU!

Get tongue tied talking about tech? We can also help write entertaining yet knowledgeable speeches about your tech. Talk to us about that! (It's a whole other brochure.)



HELLO SCICOM
WE MAKE INTELLIGENCE ENTERTAINING

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ENGINEERED ARTS

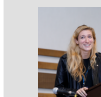
AMECA

We've worked with AMECA to create a charismatic character through a multibillion-dollar media company.

U.N.



We've written for two robots who have spoken at the United Nations.



SPEAKING

We've hosted academic conferences in Japan and Sweden, and given keynotes, lectures, and speeches at institutions such as Yale University.

UPCOMING WORK

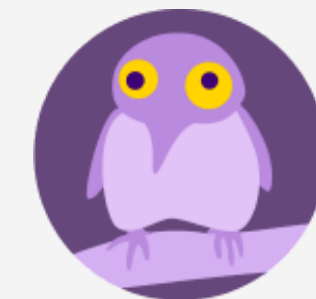
Right now, we're working with a \$1.8B dollar company to help create interactive robots in their lobby.

SARAH ADELMAN






SOCIAL MEDIA PORTFOLIO

♥ 142 💬 37 👤 27

HELLO SCICOM
WE MAKE INTELLIGENCE ENTERTAINING



SERVICES

-  SCRIPT AND OTHER CONTENT WRITING (NEWSLETTERS, LINKEDIN, PODCASTS, ETC)
-  FILMING AND EDITING CONTENT FOR INSTAGRAM, TIK TOK, REELS, ETC
-  CREATING PRESENTATIONS, GRAPHICS DESIGN, AND DATA VISUALIZATIONS
-  PUBLIC SPEAKING LESSONS
-  PUNCHING UP ARTICLES, WEB COPY, & WRITING SEO BLOGS
-  EXPERTISE IN MEDICINE, HEALTHCARE, AND STEM FIELDS

Need a service not listed here? Just ask!





ABOUT ME



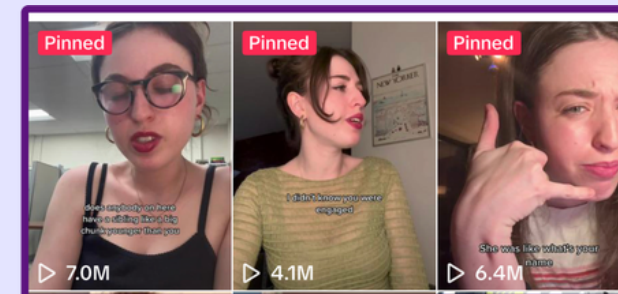
HI! MY NAME IS SARAH ADELMAN AND I EARNED MY BA FROM **DARTMOUTH** COLLEGE IN 2019 AND MY MASTERS OF PUBLIC HEALTH FROM **COLUMBIA** IN 2021. I'M A FORMER **RESEARCH SCIENTIST** AT NYU LANGONE AND I'VE PUBLISHED IN MULTIPLE PEER-REVIEWED JOURNALS, AND MY RESEARCH HAS BEEN FEATURED IN USA TODAY AND SCIENTIFIC AMERICAN.

I'M ALSO A **STAND UP COMEDIAN** BASED IN NYC, AND PERFORM ALL OVER THE CITY AND PRODUCE THREE MONTHLY SHOWS AND A WEEKLY PODCAST. I'M A **CREATIVE LEAD AT HELLO SCICOM**, A SCIENCE COMEDY CONSULTING AGENCY WHERE I USE MY CONTENT SKILLS TO BRING STEM COMPANIES TO LIFE!

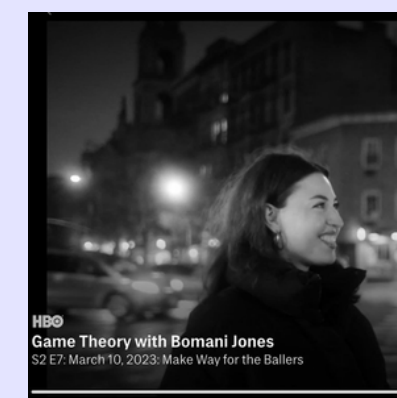
CONTACT

-  www.sarahadelmancomedy.com
-  [@sarahadelman1 \(13k\)](https://www.instagram.com/sarahadelman1)
-  [@sarah_adelman \(15k\)](https://www.tiktok.com/@sarah_adelman)
-  [sarah adelman on linkedin](#)

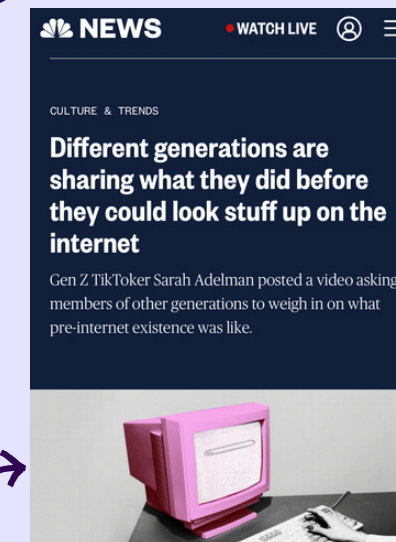
CONTENT EXAMPLES



VIRAL VIDEO EXAMPLES



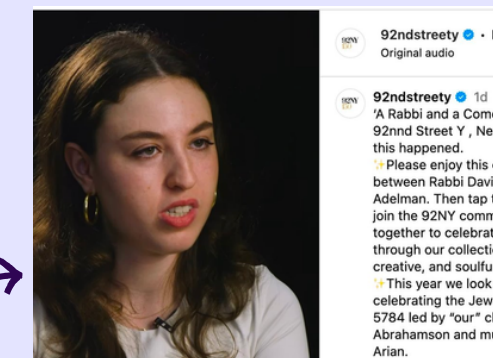
APPEARED ON HBO'S GAME THEORY SEASON 2



NBC NEWS ARTICLE COVERING MY TIKTOK



DAILY MAIL ARTICLE COVERING MY CONTENT



FEATURED IN THE 92ND STREET Y

& MORE!