

GET NOTICED IN THE INTERNATIONAL #STARTUP MEDIA

think internationally from day one.



JJ @ BLACK UNICORN PR – CHIEF VISIONARY
jj@blackunicornpr.com

OUR CLIENT EXPERIENCE SINCE 2018



OUR CLIENTS WERE FEATURED IN

The New York Times



The Guardian

Forbes

BUSINESS INSIDER



London Evening Standard

METRO

The Telegraph



Daily Mail



euronews.



TC TechCrunch

VentureBeat

WIRED



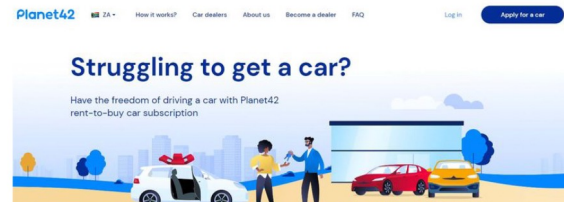
REUTERS

FT



Naspers Backs Rent-to-Buy a Car Firm in \$100 Million Deal

- Planet42 to use funds for South Africa and Mexico expansion
- Rent-to-buy firm said Mexican market similar to South Africa



How digital twins from Trusted Twin could help you turn your product into a service

VentureBeat

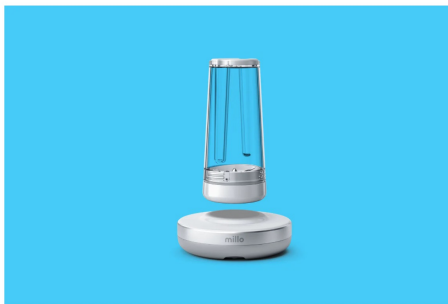
Nordigen introduces free European open banking API



Romain Dillet @romaindillet / 11:10 AM GMT+2 • December 1, 2020



millo Blender



Many years ago, WIRED saw a prototype for a wireless blender that used electricity from an induction hob to power its motor. It was, and remains, a great concept – but while we wait for that particular foodie future, there's millo, the wirelessly powered 500W (12,800rpm) blender. Using a magnetic charging system similar to those found with electric toothbrushes, Millo has no moving parts on show, and yet manages to be

11 predictions for eastern Europe tech in 2022

What's in store for eastern Europe tech and startups in 2022? We asked the experts to find out.



Cristobal Alonso, CEO of Startup Wise Guy

Startups in CEE will get more funding and this will happen faster than ever

Banks need to cash in on plug-and-play providers

Banks can connect to fintech providers over the cloud in days or weeks. So why are they so slow to take advantage?



£754m

11 FS Fintech Insider Presents

Sponsored by Salesforce

The Breakfast Show

02:00

0:01 / 31:14 • Introduction

Rollands Mesters, CEO and Co-Founder at Nordigen | The Breakfast Show | Episode 47

In Berlin 85% of people rent their homes – and prices are spiralling

myFT

MEGAN CARNEGIE BUSINESS 03.05.2022 12:00 PM

The Rise of the 15-Minute Meeting

Shorter meetings could help fight digital burnout.

This Berlin startup is helping SaaS businesses and neobanks build new products with \$5 million



Premysl Rubes #148

Presto Ventures

euovc

In the wake of Fast's collapse, Volume thinks it can crack the payment checkout conundrum

Mike Butcher @mikebutcher / 12:00 PM GMT+3 • April 26, 2022



WHAT IS *(international)* PR?

PR DEFINITION

“Public Relations is a strategic communication process that builds *mutually beneficial relationships* between organisations and their publics. At its core, public relations is about *influencing, engaging* and *building a relationship* with key stakeholders across numerous platforms in order to shape and frame the *public perception* of an organisation”

PRSA (2024)

WHAT PR IS (NOT)

PR is not a one-night stand. It is a long-lasting relationship.



PR IS

- ✓ Reputation and trust
- ✓ Awareness
- ✓ Credibility
- ✓ Validation
- ✓ Becoming a trusted & trustworthy source to the media/journalists

PR IS NOT

- × Not marketing or advertising
- × A 'spin'
- × About your startup and/or CEO's ego
- × Backlinks
- × (Direct) sales and targets

WHY STARTUPS SHOULD
adopt PR sooner rather than later

PR adds value
TO YOUR STARTUP

Trust is earned.
Not bought.

Public Relations vs ADVERTISING

CAN'T YOU JUST BUY ARTICLES?!

SPOILER ALERT: NO.

PR vs ADVERTISING

PUBLIC RELATIONS

- 🕒 PR is about earned media
- 🕒 PR deals with reputation and public image, enhances trust
- 🕒 It is about getting validation from the media
- 🕒 You pitch a story, but ultimately have no control over the messaging
- 🕒 Stories in the news are never guaranteed
- 🕒 PR does not guarantee backlinks

ADVERTISING

- 🕒 Strong call to action (e.g. “Buy now”, “Limited offer”)
- 🕒 Very clear KPIs and ROIs
- 🕒 It is clearly indicated that your piece was “bought by” / “sponsored by”
- 🕒 Your ad space is guaranteed
- 🕒 Client dictates the messaging (making it biased)
- 🕒 Sophisticated peers, clients, investors do not easily trust an ad (as it is missing credibility)

THE *core component* OF PR

NEWSWORTHINESS

news.wor.thy | \ 'nüz- , wər-thē , 'nyüz- \

NEWSWORTHINESS

TIMELINESS	The current timing makes timely stories more newsworthy
IMPACT	Reach, impact, and financial stakes: the greater these factors, the more newsworthy the product
PROXIMITY/ GEOGRAPHY	A story linked to a specific geography, such as a product launch in a new country, tends to be more newsworthy in that location

Different PR tactics to implement

IT'S NOT JUST PRESS RELEASES

- 🌐 Press releases for news & announcements
- 🌐 CEO/Founder profiles & interviews
- 🌐 Startup profiles
- 🌐 Earned media (newsworthy stories, e.g. funding announcements)
- 🌐 Thought-leadership: contributed content & commentary
- 🌐 Speaking engagements
- 🌐 Attending/participating in (relevant) events
- 🌐 Press trips
- 🌐 C-level hires from well-known companies (e.g. Revolut)
- 🌐 Posts/news/insights, related to employer branding

...and so much more can be done!

Not all of these are the targets of Tier 1 media though...



Local vs international PR



LOCAL VS INTERNATIONAL PR

LOCAL PR

- 🕒 The market is usually somewhat limited (not only per country, but also per region)
- 🕒 There is **much less competition** and easier to dominate the market
- 🕒 **Home-grown success** (even small wins, such as international awards) makes it easier to be featured in the local news*
- 🕒 If you operate in Germany, for example – then the German media is **more likely to cover** the news than French/UK media
- 🕒 Need to be wary of **how local media operates**

INTERNATIONAL PR

- 🕒 **Market is enormous**, but so is the competition and talent from across the world
- 🕒 What makes news in your local market, may not have the same value in a foreign market – you need to make a **sizeable impact**
- 🕒 **Messaging** needs to be adapted to the market you are trying to get into
- 🕒 **Journalists** are swamped daily with multiple pitches/emails/press releases
- 🕒 International (mainly English-speaking) media has the most **impact on reputation**

**Outlets love to highlight local success stories (proximity newsworthiness) – but at early stages this won't necessarily be the case at the international level*

WHY PR IS *hard(er)* TO MEASURE

IT'S A DISCIPLINE THAT DOESN'T HAVE A LOT OF 'MEASURABLE' ATTRIBUTES

The usual suspects are (that should be taken with a pinch of salt):
DA, AVE, Audience reach, Tone of Voice, Share of Voice



PR essentials and PR hygiene:
YOUR 'GO-TO' GUIDE

Press kit:
THE BASICS

PR ESSENTIALS: PRESS KIT

- 🐉 Key content for **media relations**
- 🐉 Straightforward and **accessible**
- 🐉 Makes it easy for journalists to understand **origin, identity and ambitions** of the company and, if relevant, the background of its founders
- 🐉 High quality photography is essential

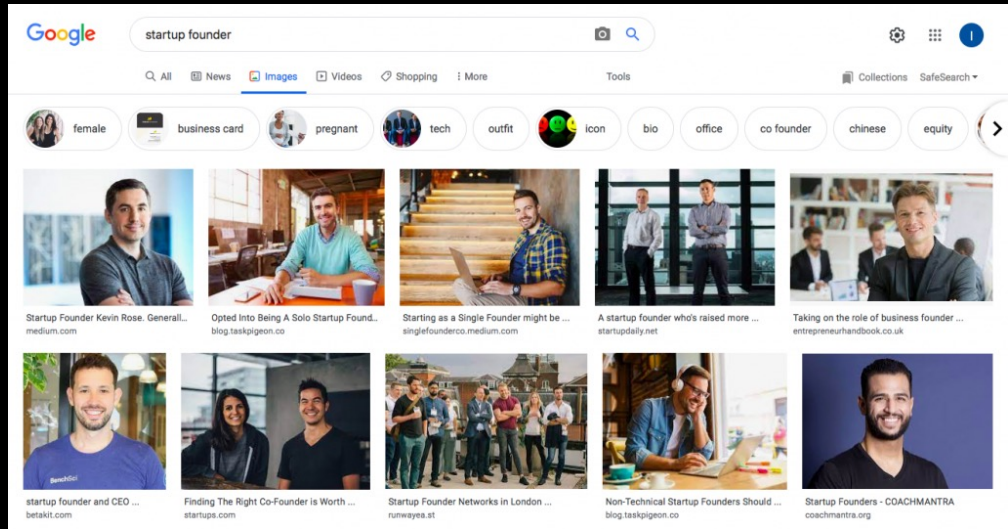


PHOTOGRAPHY & *golden rules!*



PHOTOGRAPHY & GOLDEN RULES

The photos must represent **who you are** and **what you do**. If someone is reading an article and sees a very plain photo of just a person – it doesn't really tell a story as much.





Dan Taylor 🍷 @sensorpunk · Apr 4

Based on the number of DM's and emails I've received regarding Hyperjob, I've updated the article with more images.

Photographer Nikita Alohins went above and beyond! 🙌🙌



tech.eu

Hyperjob raises €435k to bring marketing tactics to the recruitment ...
The Latvian company is taking a page from the marketing department, particularly conversion rate optimisation (CRO), and offering it to HR ...

...



Dan Taylor 🍷 @sensorpunk · Apr 4

About that next entry in the "Best Team Photo of the Year" awards?

Hailing from Riga, Latvia, I give you: Hyperjob.



Cate Lawrence 🇬🇧 🇩🇪 📱 🐕 🔄 @Cate_Lawrence ·

That's how you do a company photo!



Julia Gifford @julijagifford · Apr 4

When your PRs say you need to invest in founder photos, this is why!

...



Dan Taylor 🍷 @sensorpunk · Apr 4

Based on the number of DM's and emails I've received regarding Hyperjob, I've updated the article with more images.

Photographer Nikita Alohins went above and beyond! 🙌🙌

tech.eu/2023/04/04/hyp...



Dan Taylor 🍷 @sensorpunk · Mar 16
Adding another entry



2 1 128



Robin Wauters @ Tech.eu 🇺🇦 🇧🇪 @robinwauters · Mar 16
at least they mixed it up



Robin Wauters @ Tech.eu 🇺🇦 🇧🇪
@robinwauters

The famous "need to protect my balls" shot



elena mazhuha 💎 @lenamazhuha · Mar 1
There must be a logical explanation why men pose for pictures this way so often. It's super-common and not fun at all!

1 1 83



Robin Wauters @ Tech.eu 🇺🇦 🇧🇪 @robinwauters · Mar 1
They played football as kids?

3 3 125



Mike Butcher 🇬🇧 🇪🇺 🇦🇺 @mikebutcher · Jan 13, 2022



Replying to @mikebutcher

If you recall, this was the very high bar set last year. This is the founder photo to beat in 2022. Perhaps we should have an annual awards?! cc. @sensorpunk



Mike Butcher 🇬🇧 🇪🇺 🇦🇺 @mikebutcher

Probably the greatest tech founder team photo of all time. Dear other founders: This is now the standard you have to meet. Take a bow, Woola. [instagram.com/p/CXvZ267N6tP/...](https://www.instagram.com/p/CXvZ267N6tP/)



Mike Butcher ✓

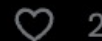
@mikebutcher

Probably the greatest tech founder team photo of all time. Dear other founders: This is now the standard you have to meet. Take a bow, Woola.



Alexander Fitzgerald @AFitzgerald1992 ·

Almost like an album cover!





Dan Taylor 🍷 @sensorpunk · Sep 30, 2022

Right. I'd like to enter the chaps over at @klausapp into the "Best Team Photo" category. cc: @mikebutcher



Mike Butcher ✓ @mikebutcher · Sep 30, 2022
Approved.

♥ Chris O'Brien liked



Dan Taylor 🍷
@sensorpunk



Dean Johnson ✓ @activrightbrain · Sep 30, 2022

Replying to @mikebutcher @sensorpunk and @klausapp
Fella on the right must be your biggest fan Mike...



Congrats to the team at @klausapp, and it took everything I had not to use one of the greatest founders photos I've ever seen as the lead image.



Press page:
MAKING THE LIVES OF
JOURNALISTS EASIER

PR ESSENTIALS: PRESS PAGE

A press room is a page on your website dedicated to press information that typically contains:

Press kit, including high-res photography (available to easily download as a package)

Press releases

Links to notable press mentions of the company + media logos

Contact details of PR team (email and phone number)

Welcome to the INZMO Press Room

Find the latest INZMO news, download high-resolution press assets – or send your media enquiries our way: press@inzmo.com

Press kit

About us

Featured news



Digital revolution: Insurtech in the new normal

The past 18 months has transformed industries globally – and insurtech is no exception. We...

[Read More →](#)



Thrive Global interview with Meeri

Customer-centricity is key. Your customer's journey is the only one that matters. This L...

[Read More →](#)



In Berlin 85% of people rent their homes – and prices are spiralling

The end of a rental cap and a shortage of stock are making the German capital unaffordable.

[Read More →](#)



Creating a Rope Ladder with Mette, INZMO, Dwolla, OBE, Goodbox a...

This October at the Fintech Times we are championing the fantastic females in the fintech...

[Read More →](#)

Press

For press inquiries, please contact press@ingym.com

[DOWNLOAD PRESS KIT](#)

About Tinggly



Tinggly is a global experience gifting company that seeks to change the culture of gifting and help people make more meaningful gifts. The company's mission is to promote happiness through the gifting of memorable experiences whilst reducing environmental impact. Tinggly is the first and only global experience gifting company in the world in which the buyer, the gift recipient and the experience provider can all be in different countries.

Our Founders



Linas Cekus, Co-Founder and Chief Experience Officer

Linas started Tinggly in 2016 as a result of his experience as an entrepreneur of over 20 years in the travel industry. Linas wanted to make it easy and convenient to gift experiences happening anywhere in the world to anyone in the planet. An avid traveller and adventure lover, Linas strongly believes experiences are the best gift people can give each other, as the memories they create are longer lasting and more meaningful than any material objects.



Aislinn Gibb, Co-Founder and Experience Evangelist

Aislinn co-founded Tinggly to help spread happiness with experiences while, at the same time, helping the planet by reducing the amount of clutter that often results from gifting physical things. Aislinn is passionate about sustainability and always on the lookout for ways to minimise Tinggly's environmental impact and maximise its contribution to the community.

Media about us



For Founders | For Investors | About | Portfolio

All programs

Press



Who are the Startup Wise Guys ?

In a nutshell – Startup Wise Guys is a global accelerator fund for passionate B2B startup founders.

Or longer version:

Startup Wise Guys is one of the most active accelerator funds in Europe and Africa, with 350+ investments in early-stage startups in B2B SaaS, Fintech, cybersecurity, AI, and sustainability in more than 60 countries. Startup Wise Guys manages vertically-focused accelerator programs from offices in Tallinn (HQ), Milan, Bilbao and Málaga, with strong representation in countries such as Denmark, Romania, Turkey, and others. With a significant additional presence in the Nordics, Spain, Poland, Ukraine, Africa, and the Balkans, Startup Wise Guys aim to become the go-to-accelerator program and investor for any B2B startup looking to scale globally.

Startup Wise Guys was named Hottest Accelerator at the 2021 European Startup Awards, listed among the most active European seed stage investors by PitchBook (2021-2022), and among the top 5 accelerators according to the opinion of European VCs as published in Ethical VC.

There's more, but what we ourselves are the product of:

- Our portfolio startups have created more than 3000 jobs.
- Startup Wise Guys is driven by true #girlpower – we have 5 Female fund partners and the management team is 90% lady-driven. Moreover, 31% of companies invested in 2022 had a female co-founder or C-suite employee.
- The power of community and the fact that some of our alumni are becoming our investors
- In 2021 we launched our non-profit arm – Startup Wise Guys Foundation aimed at youth education that has already supported 600 people in their journey towards entrepreneurial mindset and economic recovery.

And it all started back in 2012 in Estonia after Skyflyer's success and with a dream to empower future generations of successful global tech entrepreneurs...

[Read more →](#)

[See our portfolio →](#)

Let's see the numbers

13
exits

370+
portfolio companies

850+
founders network

80%
Survival rate

press@startupwiseguys.com

[Download press kit](#)

[Brand book](#)

*The Startup Wise Guys Press Kit is for press use – journalists, media outlets or blogs for editorial purposes to refer to Startup Wise Guys' products and services. Startup Wise Guys will also use these materials for editorial purposes. For other uses (especially commercial), you'll need prior written permission which you can request via a mail: press@startupwiseguys.com. Please include a clear mention of your intended use. Startup Wise Guys owns the copyright of all materials, and all names and logos are Startup Wise Guys trademarks. We enforce our intellectual property rights to stop any misuse of the Press Kit materials.

As of 2023:



KICKSTARTING *media relations*

TWITTER IS YOUR FRIEND NOT FOE

KICKSTARTING MEDIA RELATIONS



Hunter S. Taylor

@sensorpunk

Fastest way to lose a journo's attention?

"To whom it may concern,"

Bin. Bye.



Harry Stebbings

@HarryStebbing

Tip For Founders:

You cannot ignore journalists all year and then when you have a fundraiser, ping them and expect them to write.

You have to build the relationship over time.

They are real people, invest in lines not dots. Be authentic, be genuine.



Mary Ann Azevedo

@bayareawriter

If you pitch me repeatedly on topics I do not cover, and never have covered, I will not respond to you. Please do your research before repeatedly sending emails to reporters. If not, you are wasting your time and theirs, and they will not take you seriously.



Alex Kantrowitz

@Kantrowitz · Follow

If your PR pitch is in two separate fonts, you're telling on yourself



Mike Butcher

@mikebutcher · Follow

Dear PR people, no, I do not necessarily have bandwidth to "let you know" about your pitch. Because a lot of you want that, and I'd rather concentrate on *actual work*. If you don't hear from a reporter just say "this is a final check before I move on". Standard stuff!



Robin Wauters @ Tech.eu

@robinwauters

I'm the leading, revolutionary, game-changing disruptive wise man.



Reetta Ilo @Reettallo

"Don't use buzzwords" AMEN AMEN AMEN ALL FOUNDERS LISTEN TO THIS WISE MAN. 🙌🙌🙌🙌 @robinwauters in our webinar @SF_Agency @MariaZeroOne



Katie Prescott

@kprescott · Follow

Tech PR: discuss. It's amazing and worrying how many companies can't explain what they do in plain English. 🐶 use analogies if necessary or at least explain the significance



Ron Miller

@ron_miller · Follow

Just a bit of friendly advice for PR folks pitching me out there. Take five minutes on our website to see what I cover and what my colleagues cover before you waste my time with something I don't cover and never have. And something my colleagues cover quite nicely. Thanks.



Dan Taylor

@sensorpunk · Follow

Dear PR folks, I direct your attention to the Oxford English dictionary,

Exclusive (noun):
an item or story published or broadcast by only one source.



Robin Wauters @ Tech.eu

@robinwauters · Mar 15

I'll get right on it

PRESS RELEASE

We kindly ask you to publish the attached Press Release.

Many thanks in advance!



Mike Butcher

@mikebutcher · Jan 13, 2022

Replying to @mikebutcher

If you recall, this was the very high bar set last year. This is the founder photo to beat in 2022. Perhaps we should have an annual awards?! cc. @sensorpunk



Mike Butcher

@mikebutcher

Probably the greatest tech founder team photo of all time. Dear other founders: This is now the standard you have to meet. Take a bow, Woola. [instagram.com/p/CXvZ267N6tP/...](https://www.instagram.com/p/CXvZ267N6tP/)



MANAGING *media relations*
SUPER IMPORTANT!

MEDIA RELATIONS

- 🕒 Build meaningful (non-transactional) relationships
- 🕒 Be aware of a journalist's beat
- 🕒 Your CEO should be available to comment on stories (no such thing as “I was too busy”)
- 🕒 Learn how to tap into bigger stories (e.g. climate change, remote office, artificial intelligence, etc.), but don't just jump on any opportunity
- 🕒 Follow journalists on Twitter
- 🕒 Don't forget that journalists care about *relevant* news
- 🕒 Never burn bridges!

50% of journalists* say
that *lack of funding news* is
one of the biggest
concerns

*MuckRack 2023 stats

www.blackunicornpr.com

FUNDING ANNOUNCEMENTS

- Journalists are likely to cover **larger funding announcements** , however, today they are might cover smaller ones too, especially with a good angle
- Best way to proceed: offer an **exclusive** to a journalist
- If you already released the news (via your personal LI, local newsletter, local news) you cannot offer an exclusive any more. **Timing is everything**
- Make sure you have very strong **photography**
- Think about **timelines** and **expectations**
- Be ready with **social media posts** to boost the announcement
- Make sure **all the elements are ready**
- Pitch the rest of the media on the day, but **don't send out merger mail**

HOW TO BE ON TECHCRUNCH OR SIMILAR? AT EARLY STAGE, IT'S EQUITY! OUR TRACK RECORD:

VentureBeat

EyeVi, \$1m

EyeVi looks to improve road maintenance with digital twins



VentureBeat

Trusted Twin, \$1m

How digital twins from Trusted Twin could help you turn your product into a service



TC TechCrunch

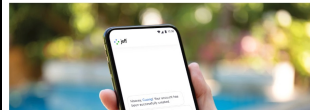
Jeff App, \$1.5m

Financial comparison super app Jeff raises \$1.5M seed extension

Catherine Shu

@catherineshu / 8:00 AM GMT+3 • September 7, 2021

Comment

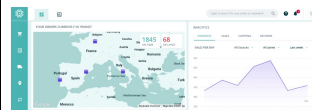


TC TechCrunch

Outvio, \$3m

White-label SaaS shipping startup Outvio closes \$3M round led by Change Ventures

Mike Butcher @mikebutcher / 6:40 PM GMT+3 • July 30, 2021



TC TechCrunch

Grovy, €3m

Fast groceries startup Grovy hopes Eastern Europe and sustainability will set it apart

Mike Butcher

@mikebutcher / 10:01 AM GMT+2 • December 14, 2021



VentureBeat

Keboola, \$4.5m

Bringing the entire data stack to one platform, Keboola raises \$4.5M



TC TechCrunch

Hadrian, €10.5m

Amsterdam cyber startup Hadrian closes €10.5M Seed for platform that simulates hacker attacks

Mike Butcher

@mikebutcher / 11:00 AM GMT+3 • June 24, 2022

Comment



Bloomberg

Planet42, \$100m

Technology
Naspers Backs Rent-to-Buy a Car Firm in \$100 Million Deal

- Planet42 to use funds for South Africa and Mexico expansion
- Rent-to-buy firm said Mexican market similar to South Africa

Planet42

How it works? Car dealers About us Become a dealer FAQ Log in Apply for a car

Struggling to get a car?

Have the freedom of driving a car with Planet42 rent-to-buy car subscription



TC TechCrunch

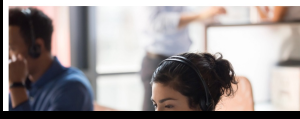
Klaus, €12m

Klaus secures fresh capital to automatically categorize and score customer interactions

Kyle Wiggers

@kyle_wiggers / 4:00 PM GMT+3 • September 29, 2022

Comment



TC TechCrunch

Ayoconnect, \$13m

Open finance startup Ayoconnect's APIs enable financial inclusion in Southeast Asia

Catherine Shu

@catherineshu / 10:00 AM GMT+3 • October 13, 2022

Comment



HOW TO AMPLIFY YOUR
PR wins

HOW TO AMPLIFY YOUR PR WINS



INZMO @inzmoapp · Mar 22

Don't miss out on our CEO @mrs_insurtech speaking at the upcoming @tech_eu Summit on 24 May in #Brussels!

Gain valuable insights from industry leaders and join Meeri for an insightful panel discussion about #insurtech

Don't forget to grab your tickets! See you there!

tech eu summit
Where European Tech comes together

24 May, 2023
Brussels

Meeri Savolainen
INZMO

Meeri Savolainen (She/Her) · 1st

Co-founder at INZMO | Leading insurtech providing solutions for EU renter...

No other conference on the insurance calendar brings together so many insurance experts to discuss how to reimagine underwriting for the era of data, technology, and innovation.

I'M SPEAKING AT:

Underwriting Innovation
EUROPE 2023
June 6 - 7, London

Meeri Savolainen
Co-Founder & CEO
INZMO

REGISTER HERE >>>

Planet42

Struggling to get a car?

Have the freedom of driving a car with Planet42 rent-to-buy car subscription.

Get a preliminary decision in less than 60 seconds!

Naspers Backs Rent-to-Buy a Car Firm in \$100 Million Deal

bloomberg.com · 1 min read



Planet42 @planet42_int · May 30, 2022

Our very own @MartenOrgna stepped into the limelight at @latitude59 in Estonia last week!

In a session about #Estonian #founders in the African #startup ecosystem, Marten shared tips for the African market - arriving, expanding, and scaling.

What a cool event to be part of!



Cryptiony @cryptiony · Jan 10

We're proud to announce that we have raised €500k to take Cryptiony to the next level!

Big thanks to our team, investors and advisors!

Read the exclusive by @sensorpunk from @tech_eu #cryptotax #fintechnews #web3



tech.eu

Keeping crypto taxes in check, Poland's Cryptiony raises €500,000, ... As more crypto grows up, so too do the taxation reporting functions around it. The IRS, HMRC, and EU regulators are catching up and ...

2

8

14

2,491



Bartosz Milczarek · 1st
CEO & co-founder at Cryptiony

We start the new year with a bang! I am thrilled to announce that we have closed over 500 000 EUR pre-seed round. We are building the PayPal of web3 taxes and accounting. After a spectacular success in Poland, w ...see more



Keeping crypto taxes in check, Poland's Cryptiony raises €500,000, eyes UK market expansion
tech.eu · 3 min read

219

75 comments · 2 reposts

MOST *common mistakes* **in PR**

MOST COMMON MISTAKES IN PR

- × Not understanding its role within the marketing mix
- × Poor timing and expecting miracles
- × Lying and overpromising to the media and your audience
- × Being pushy about backlinks - SEO is not the primary goal of PR (journos pet peeve!)
- × Overcomplicating the language and messaging
- × Trying to be persuasive with vague buzzwords
- × Neglecting basic research
- × Giving PR responsibility for the areas where ads/SEO/email/social media/etc. should take the lead



The evil (?): NEWSWIRES

NEWSWIRES

News wires serve a specific purpose in the realm of media and journalism, but this function is often misinterpreted, leading to its misuse, particularly by startups.

In 99.9% of cases, it's a waste of money.

News wires are meant to distribute press releases to many journalists, hoping for extensive media coverage. However, this outdated method often falls short as the media landscape has changed, and journalists receive countless press releases daily.

READING & WATCHING
for inspiration



READING FOR INPSPIRATION

- 🌐 Black Unicorn PR blogs + webinar summaries: <https://www.blackunicornpr.com/blog/>
- 🌐 Startups, PR and the media 2021 (conversation with Mike Butcher, TechCrunch's Editor-at-large): <https://www.youtube.com/watch?v=RKw0ade6UeY&t=154s>
- 🌐 “The lean startup” by Eric Reiss
- 🌐 “Purple Cow: Transform your business by being remarkable” by Seth Godin
- 🌐 “Trust me, I am lying. Confessions of a media manipulator” by Ryan Holiday
- 🌐 Theranos : “Bad Blood: secret and lies in a Silicon Valley startup”
- 🌐 PR + Content for Growth by Kat Manalac and Craig Cannon (Y Combinator, old but useful): <https://www.youtube.com/watch?v=JL9yoVFHx-Q>

MUST READ BEFORE BOOKING A PHOTOSHOOT:

- TECH.EU: <https://tech.eu/features/39734/why-your-headshots-and-pr-photos-suck-and-how-to-fix-it/>
- Sifted (pt1): <https://sifted.eu/articles/startup-founder-photo/>
- Sifted (pt2): <https://sifted.eu/articles/secret-great-founder-photo-startups/>



QUESTIONS? LET'S DIVE IN!

Thanks!



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