



Overview

Give a condensed summary of your product or service. It can be as short as one sentence or even a paragraph long. This section can also include your company's mission statement or describe the current status of your company.

Date Launched	April 2015
HQ Location	Los Angeles, CA
Team Size	10
Fundraising Status	Seeking Investment
Press Contact	contact@yourcompany.com

Press Releases

March 1, 2016

Any big announcement your company has to make should have a press release. Including these in your kit will help keep journalists in the loop. [Read More](#)

January 1, 2016

Check out Xtensio's Press Release tool if you're looking for some guidance on your next press release. Attach links to each entry. [Read More](#)

About

Here, you can go into the specifics of your company (details you couldn't include in the overview). As a reminder, this page is directed to journalists and other members of the press. What details do you think they would want to know about your company? Describe your product or service as it is now. List out the features and include thumbnails where it might support the story.

Key Features

- Think of the key features of your product or service.
- What makes it different?
- What makes it better than anything else on the market?
- What is your competitive advantage?

The Backstory

How was your company founded? How did it start? Who's a part of your company? Where is your company now? How has it grown?

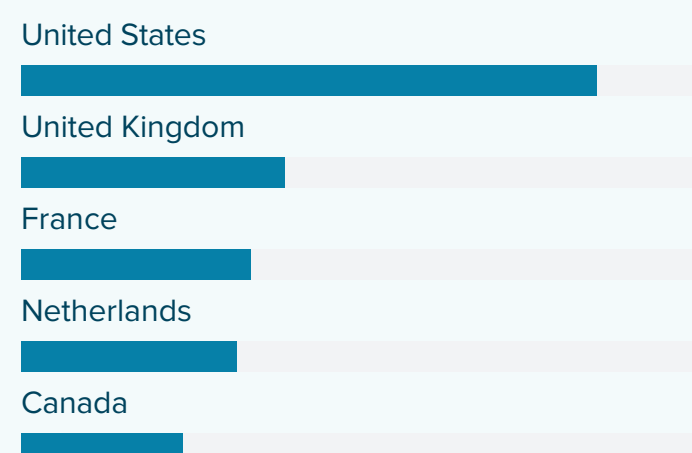
Audience

Demographics



- 20% Segment 1
- 20% Segment 2
- 20% Segment 3
- 20% Segment 4
- 20% Segment 5

Top Countries



Resources

Press Mentions

- List out all of the press mentions your company has received.
- List the publications in which your company has been featured.
- You can list out the links, but we'd advise to include the post title, writer, and publication name.
- You can even include the publication logos.
- Include notable quotes from the articles.

Media Assets



[Logos and Screenshots Gallery >](#)

Group all of your media assets together so that journalists can download your files easily. Use a file sharing service like Dropbox or Box to group all of your files. Then add the link above.



[Team Photos Gallery >](#)

You can separate different media categories. You might want a logo gallery, a screenshots gallery, a team gallery, or an office gallery.

The Founders

Chelsea Orville

Founder

[Email](#) | [LinkedIn](#) | [Twitter](#)



Include a short bio for your founder or other important team members. What is their current role? What is their background? What are they passionate about? How did they come to start or join this company? Don't forget to update the contact links above!

Jack Berger

Founder

[Email](#) | [LinkedIn](#) | [Twitter](#)



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Contact Information

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