

STARTUP PR LAUNCH KIT

**From Zero Coverage to Market
Credibility in 90 Days**

A tactical playbook to earn press, brief
analysts, and build a category—fast.



Jon Stotts | Founder, exprtMedia

www.exprtmedia.com | jon@exprtmedia.com | +1 (646) 820-3225

Executive Summary

Built for doers, no fluff.

You don't need a PR agency to start building brand equity. You need a clear story, smart tools, and a plan that doesn't waste your time or burn investor goodwill. The **Startup PR Launch Kit** gives you everything you need to get noticed by press, analysts, and prospects—without gimmicks or hype.

This is the system I've used for over two decades to help SaaS companies break into the U.S. market, land Gartner recognition, and generate billions in revenue through media and analyst influence. Whether you're a first-time founder or scaling fast, this kit gives you the exact structure to build visibility, credibility, and traction in your first 90 days of real PR.

The image shows a large, dark blue logo consisting of the lowercase letters 'e' and 'x' in a bold, sans-serif font. The 'e' is rounded and the 'x' is composed of two intersecting diagonal strokes.

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Module

01

Module 1: Craft Your Founder Narrative

Why This Matters

Reporters don't write about products.

Analysts don't care about features.

Investors don't remember pitch decks.

They remember people—and the narrative behind why your company should exist.

A clear, compelling founder story is the single most valuable communications asset you own. It sets the tone for every pitch, interview, and analyst briefing. If you don't lead with it, someone else will define it for you—and they'll get the visibility instead.

What You'll Create in This Module

- A founder origin story (1–2 sentences)
- A 3-line positioning pitch (why you, why now, why it matters)
- 3–5 “talking points” to use in interviews, press releases, and email pitches

Step-by-Step: Build Your Narrative

1. The Hook (1–2 sentences)

Why you? Why this company? Why now?

Example: “After spending a decade in fraud prevention at the enterprise level, I saw how mid-market SaaS companies were getting left behind. We started TrustLayer to close that gap—and help them stay ahead of threats.”

Template:

“I founded [company] because [problem I saw firsthand]. We’re solving [core challenge] by [how you’re different or better].”

✓ **Pro Tip:** Avoid jargon. Write it like you're explaining it to a smart investor who just sat down next to you on a plane.

2. Your 3-Line Positioning Pitch

1. **Who you are** (and what your company does in plain English)
2. **What problem you solve** (and why it matters now)
3. **How you're different** (or what change you're betting on)

Example: “We’re a B2B payments platform for industrial distributors. Most of these businesses still rely on manual invoices and aging accounting systems. We automate their cash flow so they stop bleeding margin.”

✓ **Pro Tip:** Say this out loud. If you sound robotic or vague, rework it until it feels natural.

3. Your Talking Points (3–5 total)

Use these in interviews, analyst briefings, or press releases.

Example:

3. Your Talking Points (3–5 total)

Use these in interviews, analyst briefings, or press releases.

Example:

- “The U.S. market is complex, but it rewards clarity and confidence. That’s why we built our GTM strategy around simplicity.”
- “You don’t need to be first—you need to be credible. And in our category, trust is everything.”
- “We don’t want hype. We want the right 50 customers this year. That’s what we’re optimizing for.”



Pro Tip: Keep them short, bold, and speakable.



Wrap-Up: Why This Module Sets the Tone

This narrative becomes your anchor. Every time you write a press release, pitch an editor, or prep for a briefing, you’ll come back to these lines. Get them right now—and every step after becomes easier, faster, and sharper.



Module

02

Module 2: The Press Release Blueprint

Why This Matters

The press release isn't dead. It's just misused.

Too many startups write press releases thinking it will “get them coverage.” But that's not its only job. A press release is a credibility artifact—it shows you're real, it gives reporters something to quote, and it gives Google something to index.

Used well, it reinforces your story, supports direct outreach, and drives SEO traffic over time. But most startups and tech companies blow it—either by making it boring, bloated, or too salesy.

This module gives you the blueprint that works.

What You'll Create in This Module

- A press release that's actually worth reading
- SEO-smart headline and subhead
- Clean formatting reporters (and aggregators) respect
- Optional: distribution and timing guidance

Step-by-Step: Write Your First Press Release

1. Pick the Right News Hook

Choose something that actually matters. Some examples that justify a release:

- New funding round
- Major customer win or logo
- U.S. market launch
- Product release with strategic significance
- Partnership or expansion that shows momentum

✓ **Pro Tip:** If it wouldn't interest an industry trade publication, don't use a press release. Use a blog or founder post instead.

2. Write the Headline (SEO + Clarity)

Keep it simple, factual, and search-friendly.

Bad: "Startup Revolutionizes AI-Powered Productivity."

Better: "XenFlow Launches Workflow Automation Platform for B2B Teams."

Great: "XenFlow Raises \$5M to Launch Workflow Automation Platform for B2B Teams"

✓ **Format:** Company name first, then action. Don't get cute.

3. Craft the Subhead

A one-line summary that adds context—audience, funding, timing, impact.

Example: "Seed round led by FirstMark will support U.S. market expansion and customer onboarding in logistics, retail, and manufacturing."

✓ Use this to clarify what's actually happening.

4. Lead Paragraph: The "Who, What, Where, When, Why"

Example: San Francisco-based XenFlow today announced the public launch of its no-code automation platform for B2B operations teams. The company also revealed it raised \$5 million in seed funding led by FirstMark Capital, with participation from XYZ Ventures.

- ✔ Always lead with facts. Save the vision quotes for later.

5. Quote Section (Founder + Investor or Customer)

Include 1–2 quotes that:

- Reinforce credibility
- Signal momentum
- Are short and speakable

Example: “Most companies still rely on spreadsheets to run their back office,” said [Founder Name], CEO of XenFlow. “We’re building a better way to orchestrate work—without the IT bottleneck.”

“XenFlow is attacking a massive pain point we’ve seen across our portfolio,” said [Investor Name], partner at FirstMark Capital.

- ✔ Write like a human. No one says “We’re thrilled to announce...”

6. Add Supporting Details (1–2 Paragraphs)

Use this section to:

- Explain product mechanics (briefly)
- Highlight traction (users, revenue, customers)
- Show market timing or category growth

7. Boilerplate + Contact

End with a short company description and media contact info.

About XenFlow:

XenFlow helps B2B teams automate workflows without code. Founded in 2023, the company is backed by FirstMark Capital and headquartered in San Francisco.

Media Contact:

press@xenflow.com

www.xenflow.com



Pro Tip: Always include a URL in the boilerplate or contact section. Don't make a reporter dig.

BONUS: Distribution Guidance (Quick Wins)

This narrative becomes your anchor. Every time you write a press release, pitch an editor, or prep for a briefing, you'll come back to these lines. Get them right now—and every step after becomes easier, faster, and sharper.

- Use a newswire (even a budget one) to get more eyeballs and SEO pickup
- Post it in a news room on your company website
- Distribute through company and employee social channels, like LinkedIn, X, Instagram, TikTok, etc.
- Share the release in a founder blog post with commentary
- Link it in every investor update, media pitch, and analyst briefing
- Track which headlines get picked up by news aggregators (Google News, Yahoo Finance, etc.)



Wrap-Up: What This Sets Up

This isn't just a release—it's the foundation for your media push. The headlines and quotes will feed your outreach emails. The story gets repackaged across LinkedIn, blog, and analyst briefings. When someone Googles your brand, this is what shows up.

Next are several clean, proven press release templates specifically tailored for B2B SaaS or tech startups. These follow best practices and match what reporters, analysts, and search engines expect from credible PR.

Note: All companies, people, tech mentioned in these releases are fictitious all news is made up to serve as an example!

👉 Additional press release templates within Google Docs here -

👉👉 [eXprtMedia_Press_Release_Templates 2025.docx](#)

👉 Simply Click to download the DOCX file

📁 Smart Customization Tips:

- **Headline:** Start with the news, not your name. Use “[Launches/Raises/Expands] to [Solve]” structure.
- **Quotes:** Write like a human. Avoid phrases like “we’re thrilled” or “we’re excited to announce.”
- **Stats:** Include one credible stat or third-party source in the body to support urgency.
- **SEO:** Use relevant terms (“AI for logistics,” “SaaS for compliance”) without stuffing.

📄 Multiuse Press Release Template

(Use for funding, product launches, partnerships, or U.S. entry)

[Company Name] [Announces/Raises/Launches] [Product/Funding/Expansion] to [Solve Problem or Target Market]

[City, State] – [Date] – [Company Name], a [1-line description of what your company does], today announced [brief summary of the news: funding, launch, partnership, etc.]. This move supports [explain strategic goal or milestone] as the company continues to [scale/grow/expand into new markets].

“[Insert a founder quote about the ‘why’ behind this news],” said [Full Name], [Founder/CEO Title] of [Company Name]. “[Add a line about customer value or broader impact].”

The [product/announcement] arrives at a time when [insert stat, market signal, or insight about the problem space]. [Explain your company’s approach in 1–2 lines]. The [funding/partnership/product] will allow [Company Name] to [list 1–2 specific outcomes: expand into a region, onboard more clients, scale the platform, invest in R&D, etc.].

“[Insert a quote from an investor, customer, or strategic partner],” said [Name], [Title] at [Company].

Founded in [year], [Company Name] has [insert 1–2 milestones or traction points: revenue, customer count, growth %, logos]. Its customers include [examples], and the team has [add hiring growth or geographic footprint if relevant].

About [Company Name]

[1–2 sentence boilerplate: what you do, who you serve, what makes you different.]

Media Contact:

[Full Name]

[Company Name]

[Email Address]

[Phone Number – optional]

[Website URL]

FUNDING ANNOUNCEMENT TEMPLATE (REAL-WORLD READY)

This can be adapted or used as a model for early-stage financial news.

Sign8Stack Raises \$6 Million to Automate Real-Time Alerts for B2B SaaS Teams

Funding will accelerate U.S. growth and product development as Sign8Stack redefines how technical teams monitor mission-critical systems

Austin, TX – June 10, 2025 – Sign8Stack, the company transforming how software teams manage alerts and escalation protocols, today announced it has raised \$6 million in a Series A funding round led by Forge Capital, with participation from Velocity Partners and several industry angels. The funding will support continued growth in the U.S. market and accelerate product development focused on AI-powered escalation workflows and integration with major DevOps platforms.

“Teams are drowning in alerts—and it’s killing their focus, productivity, and morale,” said Laura Benton, CEO and co-founder of Sign8Stack. “We’re building smarter signal routing that gives teams what they need, when they need it—and blocks out the noise. This investment allows us to double down on performance, integrations, and customer success at scale.”

Built by former site reliability engineers, Sign8Stack solves one of the most frustrating gaps in modern incident response: the inability to differentiate urgent system failures from routine noise. By using real-time machine learning to prioritize signals, apply contextual filters, and trigger pre-defined workflows, Sign8Stack ensures technical teams respond faster—with less fatigue and higher accuracy.

“Monitoring tools have evolved, but signal management hasn’t,” said Jordan Reiss, Partner at Forge Capital. “Sign8Stack’s architecture gives modern SaaS companies

a real-time advantage, with a solution that fits right into their existing toolchain. We're excited to back this team and their vision."

Sign8Stack integrates with tools like Datadog, PagerDuty, Slack, and Jira, and is already in use at over 100 companies in fintech, logistics, and infrastructure SaaS. With a usage-based pricing model and SOC 2 compliance, the company is positioned for rapid growth in regulated markets where incident latency has real-world consequences.

Founded in 2022 by engineers from Twilio, Elastic, and Atlassian, Sign8Stack is part of the LaunchCode accelerator and maintains offices in Austin and San Francisco.

About Sign8Stack

Sign8Stack is redefining alert management for SaaS teams. Its platform uses machine learning to route, filter, and escalate critical system alerts in real time—improving incident response and reducing alert fatigue. Backed by Forge Capital and Velocity Partners, Sign8Stack supports high-growth companies across fintech, DevOps, and enterprise software. Learn more at www.Sign8Stack.com.

Media Contact:

NAME

press@Sign8Stack.com

(212) 123-1234

PRODUCT LAUNCH PRESS RELEASE TEMPLATE (REAL-WORLD READY)

For: MVP launch, major product release, or a strategic v1 debut

Metric4Loop Launches Revenue Intelligence Platform to Help B2B Teams Stop Guessing and Start Closing

New platform combines CRM, finance, and usage data into a single view of revenue health—giving GTM teams real-time insight into churn, expansion, and deal risk

San Francisco, CA – July 9, 2025 – Metric4Loop, a SaaS startup helping B2B revenue teams turn fragmented data into action, today announced the public launch of its Revenue Intelligence Platform. Designed for mid-market and enterprise SaaS companies, the platform connects CRM, billing, and product usage data into a unified dashboard—giving Sales, Customer Success, and RevOps teams a real-time pulse on the entire customer journey.

“Revenue visibility is broken—and spreadsheets can’t fix it,” said Maxine Holloway, CEO and co-founder of Metric4Loop. “Leaders are flying blind when it comes to churn signals, expansion timing, and what’s actually happening inside accounts. We built Metric4Loop so they can stop guessing—and start closing.”

Metric4Loop’s launch follows a year of beta testing with 15 SaaS companies, including Series B and PE-backed growth firms. Early adopters report 30–40% faster renewal workflows, improved upsell targeting, and a measurable drop in missed forecast commits.

The platform’s real-time data engine integrates directly with Salesforce, HubSpot, Stripe, Netsuite, Snowflake, and Segment—allowing cross-functional teams to see one version of the truth. Signal scoring helps prioritize at-risk accounts and

expansion-ready customers, while automated alerts push key metrics to Slack, email, or CRM tasks.

“What makes Metric4Loop stand out is its ability to synthesize messy data and surface something actionable,” said Daniel Kwan, VP of Customer Success at BreachZero. “It doesn’t just tell you what happened—it tells you what to do next.”

Metric4Loop is now available to select customers in North America, with plans for broader rollout in Q4. The company offers a usage-based pricing model and SOC 2 compliance for enterprise teams.

About Metric4Loop

Metric4Loop is a revenue intelligence platform for modern B2B SaaS teams. By combining CRM, billing, and product data, Metric4Loop gives RevOps, Sales, and CS leaders a real-time view of revenue health—helping them prevent churn, drive expansion, and close faster. Learn more at www.Metric4Loop.io.

Media Contact:

NAME

press@Metric4Loop.io

(212)123-4567

U.S. MARKET ENTRY PRESS RELEASE TEMPLATE (REAL-WORLD READY)

For: International SaaS entering U.S. or launching a formal GTM motion in North America

Fleextly Expands to the U.S. to Help Commercial Fleets Cut Maintenance Costs with Predictive AI

After scaling across Europe and LATAM, Fleextly brings its AI-powered vehicle health platform to North America—partnering with service centers and telematics providers to reduce unplanned downtime.

Boston, MA – August 6, 2025 – Fleextly, a leader in AI-driven predictive maintenance for commercial fleets, today announced its official expansion into the U.S. market. The move comes after rapid adoption across Europe and Latin America, where Fleextly is currently used by more than 8,000 fleet operators to reduce unplanned repairs, extend vehicle lifespan, and optimize service scheduling.

“The U.S. commercial fleet market is overdue for intelligent, predictive maintenance,” said Luis Ramirez, CEO and co-founder of Fleextly. “Operators are still relying on reactive schedules and guesswork. We’re bringing the data-driven tools they need to cut costs and keep vehicles on the road.”

Fleextly’s expansion includes a new North American HQ in Boston, the launch of localized partner programs with telematics and service networks, and integrations with industry platforms such as Samsara, Verizon Connect, and Geotab. The platform offers real-time diagnostics, tire condition alerts, brake and battery wear modeling, and predictive maintenance forecasting—powered by a proprietary machine learning engine trained on millions of vehicle data points.

“Fleextly has helped us reduce breakdown-related downtime by more than 40% in

less than a year,” said Allison Green, Operations Director at Fraktura Logistics in Mexico. “We’re excited to see them launch in the U.S.—the industry needs this.”

The company’s go-to-market focus includes partnerships with national service chains and OEMs, as well as strategic alliances with fleet leasing and insurance providers. Fleextly is also finalizing pilot programs with several U.S. municipal and utility fleets.

About Fleextly

Fleextly is an AI-powered predictive maintenance platform for commercial vehicles. The system analyzes tire wear, battery voltage, brake health, and hundreds of mechanical signals to help fleets reduce downtime, extend vehicle life, and improve safety. Used by over 8,000 operators across Europe and LATAM, Fleextly is now expanding to North America with localized support and integrations. Learn more at www.Fleextly.ai.

Media Contact:

NAME

press@Fleextly.ai

(212) 123-4567

EXECUTIVE HIRE PRESS RELEASE TEMPLATE (REAL-WORLD READY)

For: C-level or senior executive appointment (CMO, CRO, CTO, etc.) at a critical growth or transformation stage

Contyvexio Appoints Former Snowflake VP, Dana Brooks, as Chief Revenue Officer to Lead Global Expansion

Brooks brings 20+ years of enterprise SaaS experience to scale Contyvexio's go-to-market motion across North America, EMEA, and APAC.

New York, NY – September 3, 2025 – Contyvexio, the AI-powered platform for enterprise procurement optimization, today announced the appointment of Dana Brooks as Chief Revenue Officer. A seasoned SaaS executive and former VP of Global Accounts at Snowflake, Brooks will oversee all revenue functions including Sales, Marketing, Partnerships, and Customer Success as the company enters its next phase of global growth.

"We're building the most trusted procurement intelligence platform in the enterprise space—and that demands top-tier leadership," said Jordan Malik, CEO and co-founder of Contyvexio. "Dana knows how to scale complex go-to-market engines, align teams, and deliver outcomes. She's a force multiplier at exactly the right moment for our business."

Brooks brings over two decades of experience leading revenue teams at high-growth companies including Snowflake, MuleSoft (acquired by Salesforce), and Coupa Software. Her leadership helped drive exponential ARR growth and enterprise adoption in highly regulated industries.

"Contyvexio is solving a real, expensive problem with precision," said Brooks.

"Enterprise procurement teams are sitting on messy, fragmented data—and this

team has built the platform to make it actionable. I'm excited to help bring that capability to global customers."

The hire comes as Contyvexio scales rapidly across North America and Europe, with enterprise customers in manufacturing, healthcare, and financial services. Brooks will be based in the company's New York office and will join the executive leadership team immediately.

About Contyvexio

Contyvexio is the AI-powered procurement intelligence platform for enterprise buyers. By aggregating and analyzing contract, spend, and supplier data, Contyvexio gives sourcing teams the insights they need to reduce cost, manage risk, and make better decisions. Headquartered in New York, Contyvexio is backed by BoldStart Ventures and used by leading companies across regulated sectors. Learn more at www.Contyvexio.com.

Media Contact:

NAME

press@Contyvexio.com

(212) 123-4567

STRATEGIC PARTNERSHIP OR CUSTOMER MILESTONE PRESS RELEASE TEMPLATE (REAL-WORLD READY)

For: Major tech partnership, channel alliance, platform integration, or milestone customer deployment

Clear8Frame and Service8Now Partner to Automate Vendor Onboarding for Enterprise IT Teams

New integration eliminates manual risk reviews and accelerates time-to-value for procurement and compliance functions.

San Mateo, CA – October 2, 2025 – Clear8Frame, a leader in third-party risk automation, today announced a strategic integration partnership with Service8Now, the leading digital workflow platform. The integration enables joint customers to automate vendor onboarding, due diligence, and compliance workflows directly within the Service8Now ecosystem.

“Vendor onboarding is still stuck in spreadsheets and email threads,” said Marcus Chen, CEO and co-founder of Clear8Frame. “We’re partnering with Service8Now to bring speed, clarity, and automation to one of the biggest time sinks in procurement—and to help customers onboard with confidence.”

The partnership allows Clear8Frame’s automated risk scoring and document collection engine to be embedded into Service8Now’s Vendor Risk Management and Procurement modules. Enterprise users can now trigger due diligence tasks automatically, track real-time risk scores, and ensure compliance with frameworks like SOC 2, ISO 27001, and NIST—all without leaving the Service8Now interface.

“This is a big win for procurement, infosec, and IT teams,” said Cynthia Lambert, VP of Platform Partnerships at Service8Now. “The integration brings best-in-class risk

intelligence into workflows companies already use, reducing friction and improving governance.”

The announcement follows Clear8Frame’s milestone of surpassing 2,000 vendor onboarding workflows automated across industries including fintech, healthcare, and manufacturing. Early joint customers include Versant Health, Trimark Capital, and Belden Solutions.

About Clear8Frame

Clear8Frame automates third-party risk management for modern enterprises. Its platform replaces spreadsheets with real-time scoring, document collection, and integrated workflows—helping teams reduce risk while accelerating vendor onboarding. Clear8Frame is used by over 200 global enterprises and is a certified Service8Now Technology Partner. Learn more at www.clear8frame.io.

Media Contact:

NAME

press@clear8frame.com

(212) 123-4567

CRISIS COMMUNICATIONS PRESS RELEASE TEMPLATE (REAL-WORLD READY)

For: Data incidents, security breaches, service outages, executive misconduct, or regulatory challenges

XSyncLayerx Issues Statement Regarding Recent Service Disruption and Mitigation Measures

Company outlines cause, timeline, and corrective actions following 13-hour outage impacting U.S. users.

Chicago, IL – November 14, 2025 – XSyncLayerx, a cloud-native file sync and backup provider serving over 12,000 small and mid-sized businesses, today issued a public statement addressing a service disruption that occurred on November 13, 2025. The disruption, caused by a configuration failure in its U.S. East data cluster, affected file access and syncing capabilities for approximately 22% of users for a period of 13 hours.

“We take full responsibility for the disruption and the impact it had on our customers’ operations,” said Nia Carter, CEO of XSyncLayerx. “Our team acted quickly to contain the issue, identify the root cause, and deploy a fix—and we are now focused on hardening our systems to prevent this from happening again.” The company confirmed that the issue was not the result of a cyberattack or external breach. Instead, the outage was triggered during a planned deployment window when a configuration propagation error caused instability across a subset of availability zones.

Immediate mitigation efforts included:

- Isolating the affected cluster and routing traffic to backup nodes
- Rolling back the faulty configuration
- Conducting a full audit of recent deployments
- Updating observability alerts and rollback protocols

XSyncLayerx restored full functionality by 1:42 a.m. EST on November 14. The company is now conducting a detailed post-mortem and will publish its incident report within five business days.

“Our customers trust us with critical business continuity, and we hold ourselves to a higher standard,” Carter added. “We’re reinforcing our review processes, adding redundancy to our CI/CD pipeline, and increasing transparency around service incidents.”

Impacted customers will receive direct communication and service credits based on downtime thresholds defined in their SLA. The company has established a dedicated response channel at status.xSyncLayerx.com and will provide updates as needed.

About XSyncLayerx

XSyncLayerx is a secure, cloud-native platform for file synchronization, backup, and disaster recovery, purpose-built for growing SMBs. Trusted by over 12,000 organizations globally, XSyncLayerx delivers resilience, simplicity, and compliance without enterprise overhead. Learn more at www.xSyncLayerx.com.

Media Contact:

NAME

press@xSyncLayerx.com

(212) 123-4567

MERGERS & ACQUISITIONS PRESS RELEASE TEMPLATE (REAL-WORLD READY)

For: Being acquired, acquiring another company, or announcing a formal merger between equals

Xorelytics to Be Acquired by ClaritiStack to Expand Unified Financial Intelligence for Mid-Market SaaS

Acquisition combines Xorelytics' real-time analytics engine with ClaritiStack's planning suite—creating an end-to-end financial operating platform.

Seattle, WA – December 9, 2025 – XXorelytics, a provider of real-time financial analytics for SaaS companies, today announced it has entered into a definitive agreement to be acquired by ClaritiStack, the leading platform for financial planning and cashflow forecasting. The combined company will deliver a fully integrated solution for mid-market CFOs seeking to unify budgeting, forecasting, and live financial intelligence in one system.

"We've always believed the next frontier of SaaS finance is integration—not more tools," said Ryan Seo, CEO of Xorelytics. "Joining ClaritiStack accelerates our mission to bring dynamic, real-time insights to every SaaS finance team—and to simplify the finance stack in the process."

The acquisition strengthens ClaritiStack's market position as the go-to operating system for SaaS finance, now offering planning, scenario modeling, KPI tracking, and automated board reporting from a single dashboard. Xorelytics will continue to support existing customers and will transition into ClaritiStack's unified product experience over the next two quarters.

"Xorelytics has built a powerful analytics engine that complements our long-term vision perfectly," said Julia Hammond, CEO of ClaritiStack. "Together, we'll give SaaS

CFOs something they've never had: live financial clarity, built into the planning tools they already use."

The transaction is expected to close in Q1 2026, subject to customary closing conditions. Terms were not disclosed. The companies will retain their respective teams and plan to integrate go-to-market and product teams beginning January.

About Xorelytics

Xorelytics delivers real-time financial analytics for SaaS companies, integrating with ERP and billing systems to surface dynamic insights and automate reporting. The platform is trusted by over 500 mid-market SaaS firms to inform strategy, improve margins, and accelerate growth. Learn more at www.Xorelytics.io.

About ClaritiStack

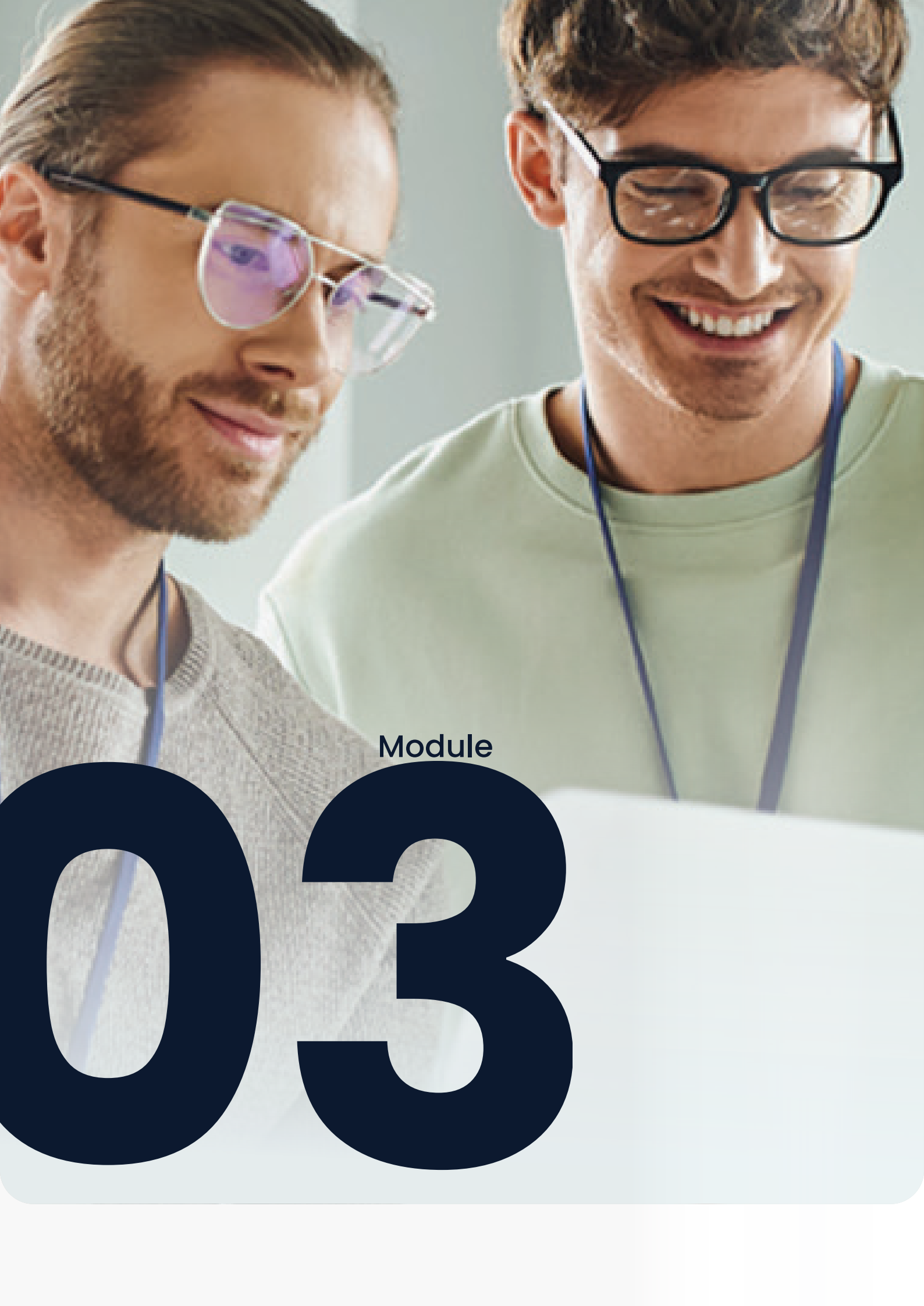
ClaritiStack is a unified platform for financial planning, forecasting, and cashflow management—purpose-built for SaaS CFOs and finance teams. The company's mission is to eliminate manual modeling and bring clarity to every strategic financial decision. ClaritiStack is backed by Insight Partners and based in San Francisco. Visit www.ClaritiStack.com.

Media Contact:

NAME

press@ClaritiStack.com

(212) 123-4567



Module

03

Module 3: Pitch Like a Pro

What You Actually Get:

- Three elite-level email pitch templates (Product, Funding, Thought Leadership)
- A messaging breakdown of why they work
- Pro tips on timing, exclusivity, and follow-up cadence

This is not a cold email workshop. This is how you land coverage in **TechCrunch**, **Axios**, **VentureBeat**, **Forrester**, or the Wall Street Journal—because your pitch respects their time and delivers value fast.

This module is about **writing outreach emails that actually get read and land coverage**. Most founders and even junior PR folks send emails that are too long, too self-serving, or just irrelevant. We'll fix that with sharp, usable templates.

How to Think About Media Pitches

Your pitch is a negotiation, not a press release.

You're offering something valuable—news, access, insight—in exchange for attention. What you don't offer: generic product updates, long bios, or weak “we're excited to share” language.

Instead, you focus on three things:

- **Relevance:** Why this matters now
- **Proof:** Who else cares or benefits
- **Clarity:** What you want the journalist to do next

Media and analyst inboxes are flooded with noise. If your subject line, lead, and value aren't immediate, you're deleted. The goal of a pitch email is to earn attention, not tell your whole story.

These templates use a proven structure:

- **Subject line:** Intrigue or clarity
- **Hook:** News relevance or data-backed angle
- **Body:** What's new, why it matters, how it connects to their audience
- **CTA:** Ask for a briefing or coverage, not a favor

Pitch Templates (Fully Written, Founder-Ready)

1. Product Launch Pitch

Subject: AI platform cuts B2B churn by 25% — Launch briefing?

Body:

Hi [First Name],

We're launching a new product this week that gives SaaS teams a real-time dashboard of churn signals—powered by CRM, billing, and usage data. (Full press release pasted below)

Early adopters like SignalHub and BreachZero are reporting 25% reductions in churn and faster renewals.

Would you be open to a quick 15-minute briefing with our CEO, Maxine Holloway? She can walk you through the data architecture and share how growth-stage SaaS teams are using this in the field.

—Jon

[Insert Press Release Here]

Why it works:

- The subject line includes the metric + action + CTA.
- The first sentence makes it clear why this is new and valuable.
- The ask is short, specific, and respectful of time.
- The full press release is pasted way below when they want to dig deeper.
You hook them with the pitch, not the release.

2. Funding Announcement Pitch

Subject: DevOps startup raises \$6M to end alert fatigue — CEO available

Body:

Hi [First Name],

Sign8Stack just raised \$6M from Forge Capital to solve one of the most common DevOps pains: alert overload. (Full press release pasted below)

They've built a routing layer that filters, escalates, and automates incident workflows—on top of Datadog, PagerDuty, and Splunk.

The team includes ex-Twilio, Elastic, and Atlassian engineers. They're gaining traction with MSPs and infra SaaS platforms.

Would you like a one-on-one with CEO Laura Benton to dig into their go-to-market and AI strategy?

Happy to set up a call or send the deck.

—Jon

[Insert Press Release Here]

Why it works:

- Establishes urgency: fresh funding.
- Names real pain and how they solve it.
- Offers exclusive access, not just info.
- The full press release is pasted way below when they want to dig deeper.
You hook them with the pitch, not the release.

3. Thought Leadership Pitch

Subject: Why 70% of AI procurement tools are garbage — POV from a SaaS CFO advisor

Body:

Hi [First Name],

Jordan Malik, CEO of Contyvexio, has been helping SaaS CFOs audit the flood of “AI-powered” procurement tools entering their stack. Most of them don’t integrate, don’t align with finance workflows, and actually increase risk.

He’s advising a few late-stage companies on how to evaluate AI vendors beyond the pitch deck—based on usage data, not marketing claims.

Would you be interested in a byline or short Q&A? We can turn this around quickly.

—Jon

Why it works:

- Strong, contrarian POV in the subject line.
- Offers clear value: expertise + editorial-ready content.
- Establishes credibility and editorial utility fast.



CAMPAIGNS

Module

04

📌 Module 4: Outreach Strategy & 90-Day Campaign Planner

🎯 Objective:

Give founders and marketing people a repeatable, tiered outreach system with a calendar-driven campaign map—so they stop “winging it” and start treating PR like go-to-market.

💡 Deliverables:

- Tiered media/analyst framework (T1/T2/T3)
- 90-day calendar (sequenced outreach, assets, and goals)
- Briefing tracker (status + notes + follow-up)

🎯 Step 1: Tier Your Targets

Not all coverage is equal. And not all outreach starts at the top. Break your targets into three tiers:

Tier	Description	Examples	Goal
T1	Top-tier media/analyst with high influence	WSJ, TechCrunch, Gartner, Forrester	Credibility & investor buzz
T2	Trade media, vertical analysts, large blogs	VentureBeat, GigaOm, SDxCentral	Thought leadership & search
T3	Niche podcasts, substackers, LinkedIn voices	SaaStr pod, enterprise CX writers	Influence, backlinks, repurpose

- ✅ Start pitches **with Tier 3**, test messaging, then escalate. This avoids wasting first impressions on rough drafts.



Step 2: 90-Day Campaign Calendar

Here's the rhythm:

Week	Action
Week 1–2	Finalize press release + message testing with internal stakeholders
Week 3	Soft-launch with Tier 3 targets or analysts (personalized pitches)
Week 4	Refine narrative based on response, prep Tier 1 briefings
Week 5–6	Pitch Tier 1 (exclusives, embargoed access, etc.)
Week 7–8	Launch on wire + distribute to Tier 2 outlets
Week 9–10	Repurpose for blog, LinkedIn, analyst briefs
Week 11–12	Run post-mortem: Wins, misses, and what to double down on next cycle



Step 3: Briefing Tracker Template

Outlet	Contact	Tier	Status	Last Contact	Notes
TechCrunch	jane@techcrunch.com	T1	Pitched	April 9	Asked for embargo access
SaaStr Podcast	team@saastr.com	T3	Confirmed	April 12	Recording May 1
Forrester (CX Team)	analyst@forrester.com	T1	Not yet contacted	—	Prepping brief deck

This module gives you **discipline**. No more spray-and-pray, no more scrambling. It becomes a campaign—not a hope.



Module

05

🔧 Module 5: Earned Media vs. Analyst Play

🎯 Objective:

Teach founders and comms leads how to split strategy between media and analyst influence—because treating them the same is a rookie mistake.

💡 Deliverables:

- Comparison table: Media vs. Analyst goals, timelines, and influence
- Analyst engagement primer (paid vs. unpaid, tiers, tactics)
- Analyst/media tracker spreadsheet

🎯 Media vs. Analyst: What's the Difference?

Aspect	Earned Media	Industry Analysts
Audience	Buyers, investors, public	B2B buyers, procurement, tech decision-makers
Goal	Visibility, narrative, social proof	Evaluation, shortlisting, long-term credibility
Timeline	Fast (days/weeks)	Long (months/quarters)
Output	Articles, podcasts, features	Market reports, Waves, MQs, inquiries
Access	Editors/reporters	Research directors, analysts
Cost	Free (earned)	Often paid or hybrid
Impact	Social proof, buzz	Deal acceleration, procurement trust

Pro Tips from a PR & Analyst Veteran

1. If you're not in the report, you're not on the shortlist.

Especially true for enterprise buyers using Gartner, Forrester, and IDC.

2. Build unpaid analyst relationships before you need them.

Send product updates, offer briefings, comment on research.

3. You don't need a \$100k contract to win.

Use paid inquiries wisely. One 30-minute analyst call can reshape your roadmap or fix positioning before a launch.

4. Media moves fast, analysts move markets.

Use media for noise and traffic. Use analysts to influence six-figure purchasing decisions.

Bonus: Analyst Engagement Tracker Template

Firm	Analyst Name	Relationship	Last Briefing	Next Step	Notes
Gartner	Mike Silver	Light (unpaid)	Feb 2025	Send Q2 update deck	Attended our customer webinar
Forrester	Alissa Grant	Moderate (inquiry client)	Jan 2025	Book inquiry	Said we're in Wave radar
GigaOm	Jon Collins	Strong	March 2025	Submit inclusion form	Reviewing AI Ops quadrant

This module gives founders the strategic lens most miss—**press gets you attention, analysts get you contracts.**



Module

06

🔧 Module 6: Prepping for Media & Analyst Briefings

🎯 Objective:

Equip founders and spokespeople with a tight, no-fluff briefing process that gets results, avoids common landmines, and turns every interaction into a strategic win.

💡 Deliverables:

- Media & analyst briefing prep checklist
- Objection-handling cheat sheet
- Executive pre-brief template

🎯 First: Know Your Audience

Not all coverage is equal. And not all outreach starts at the top.
Break your targets into three tiers:

Stakeholder	Goal	Risk If You Miss
Journalist	Wants a newsworthy angle, quotes, and access	You sound like a robot or a sales deck and don't get ink
Analyst	Wants market context, product truth, customer validation	You get excluded from reports—or worse, miscategorized
Investor/ media hybrids	Wants trend clarity and future-proof bets	You lose mindshare to louder or better-packaged competitors

✓ Briefing Prep Checklist

Step	What to Cover
1. The Story	Why now? Why you? What market shift are you riding?
2. The Proof	Key metrics, logos, pipeline data, traction indicators
3. The Positioning	What category are you in? Who are you NOT?
4. The Leadership Voice	Sound sharp, credible, humble—not defensive or hype-driven
5. The Call to Action	What do you want from this interaction? A quote? A mention? A follow-up?

Objection-Handling Cheat Sheet

Objection	Response Strategy
"How are you different from [big competitor]?"	Name the gap they're missing—and back it with a customer quote or stat
"Do you have revenue yet?"	"We're early-stage, yes—but growing 25% QoQ and closing logos like X and Y"
"Why hasn't Gartner covered you?"	"We're in touch. Happy to share our analyst roadmap—we're already briefing GigaOm and Forrester"
"Isn't this just a feature, not a platform?"	Reframe with use case range and roadmap depth—don't debate, re-anchor



Executive Briefing Prep Doc Template

Section	Example
Audience	John Smith, Analyst, Forrester Security Team
Goal	Establish initial relationship, seed for Wave 2025
Key Talking Points	3 new enterprise wins, roadmap for SIEM integration, traction in APAC
Risks/Hot Topics	Lack of AI messaging (prep for this), roadmap timeline clarity
Ask	Schedule follow-up, share report inclusion deadlines



Bonus Module

07

🚀 Bonus Module: Your First 90 Days of PR

🎯 Objective:

Give founders and marketers a **clear, tactical day-by-day guide** to turn the Launch Kit into action. This is your **minimum viable PR plan**—no excuses, no spinning wheels.

💡 Deliverables:

- One-page 90-day rollout guide
- Smart founder checklist (focus, don't flail)

🎯 90-Day Game Plan: Milestones That Matter

Week	Action
1–2	Finalize your founder narrative (Module 1)
• Tighten 3-pillar messaging	
• Test it on LinkedIn, team, advisors	
• Build confidence BEFORE you pitch	
3–4	Draft and lock your first press release (Module 2)
• Choose your focus (funding, product, etc.)	
• Review with key stakeholders	
• Prep visual asset or quote	

Week	Action
5–6	Build your pitch list (Modules 3–4)
• 3 tiers: T1, T2, T3	
• Write 3 real emails using our pitch templates	
• Test with Tier 3 and analysts, refine	
7–8	Wire distribution/Launch to media + analysts (Modules 4–5)
• Pitch your most refined story to Tier 1 outlets	
• Schedule 2 analyst briefings (even unpaid)	
• Share with customers/investors	
9–10	Repurpose and amplify
• Blog version of launch	
• LinkedIn, X, etc POV posts	
• Email update to advisors, partners	
11–12	Measure, reset, plan round two
• Track results: mentions, briefings, backlinks	
• Debrief: what worked, what flopped	
• Start planning next announcement or angle	

Final Checklist: The Smart PR Founder

- ✓ You have a tight, tested founder narrative
- ✓ You know what your story is and isn't
- ✓ You've got the media/analyst targets segmented, not sprayed
- ✓ You speak clearly in briefings, not defensively
- ✓ You know **PR isn't one press release—it's a process**

✦ Appendices

✦ Recommended Tools & Resources

Category	Recommended Tools
Media Monitoring	Meltwater, Cision, Mention, Google Alerts – Track media mentions and industry news
Journalist Databases	Meltwater, Cision, MuckRack, Propel, Qwoted, Prowly – Find relevant reporters and manage pitches
Press Distribution	PR Newswire, BusinessWire, GlobeNewswire, EIN Presswire, PRWeb – Paid & lower-cost options
Social Media Management	Buffer, Hootsuite, Later, Sprout Social – Schedule and analyze social content
Analyst Relations	ARInsights, Spotlight AR, spreadsheets + calendar – Manage analyst relationships
Content & AI Tools	Grammarly, Jasper, Canva, Descript, Claude, ChatGPT – Create and refine content assets
Measurement & Reporting	Meltwater, Cision, Onclusive, CoverageBook, Google Analytics – Show ROI on coverage and referrals
Freelancers & Services	Upwork, Fiverr, Superside, MarketerHire – Flexible help with production or design

ⁱ Additional press release templates within Google Docs here –

<https://docs.google.com/document/d/18rScTOnsl7d0u7seJa4w5kvMcaUrPJ43/edit?usp=sharing&oid=107933311227937628636&rtpof=true&sd=true>

About the Author:

Jon Stotts is a veteran communications strategist with 25 years of experience leading global PR, analyst relations, and brand strategy for B2B SaaS and tech companies. He has helped companies secure top-tier analyst placements (e.g. Gartner Cool Vendor and Magic Quadrants, Forrester Wave), and driven millions in revenue through media, analyst, and content programs.

Are you looking for additional guidance, or help growing your comms programs? At eXprtMedia, we can support your media and analyst relations efforts and provide fresh, compelling content – from releases to social media optimized videos. Check us out at www.exprtmedia.com/ or reach out to directly at jon@exprtmedia.com or +1 (646) 820-3225.

The logo consists of a lowercase 'e' and an uppercase 'X' in a bold, sans-serif font. The 'e' is rounded and the 'X' is composed of two thick, intersecting diagonal strokes.

Jon Stotts | Founder, eXprtMedia

www.exprtmedia.com | jon@exprtmedia.com | +1 (646) 820-3225