About Foundersuite

Foundersuite is the first SaaS collection of productivity tools to help entrepreneurs launch, manage and grow their companies. Created by a team of startup founders, investors and developers, Foundersuite's tools & resources accelerate new companies' growth, while liberating founders from administrative tasks to focus on product, sales, markets and teams. Integration with AngelList, CrunchBase, LinkedIn, Google Calendar and Alexa provide entrepreneurs rich profiles of potential funders and potential media targets. A collection of 80+ startup docs & wizards help founders split equity, recruit advisors and more. Aggregated data shows VCs & angel investors the volume of companies launching in each vertical space, as well as where individual startups are in their fundraising and diligence processes. Foundersuite protects first-time entrepreneurs from self-sabotage and ubiquitous traps that cause 95% of startups to fail. For more information, visit www.foundersuite.com.

6 Key Message Points

Used for both PR pitching and spokesperson's media interviews. These points should clearly differentiate the company from its competitors, and highlight what makes it unique and successful.

1. Startup as a Service – Foundersuite is the first SaaS collection of productivity tools to help entrepreneurs launch, manage and grow their companies. Applications include *Idea Validation* (get instant feedback on your idea), *Investor CRM* (manage fundraising), *Progress Tracker* (track milestones and update investors), *Media CRM* (DIY PR) and *Company Tracker* (track competitors)

2. Accelerating companies' growth – created by a team of startup founders, investors, and developers, Foundersuite accelerates new companies' progress by providing entrepreneurs with resources & productivity tools that would take years to develop, and it increases the odds of success for new companies by curating and codifying startup best practices and Silicon Valley efficiencies

3. Liberating founders – and protecting them from themselves – Foundersuite streamlines corporate and administrative tasks so founders spend more time on the things that matter: product, sales, markets and teams. It also protects first-timers from self-sabotage and ubiquitous traps that cause 95% of startups to fail

4. Powered by most valuable platforms – *Investor CRM* gives users rich profiles of their potential funders via AngelList, CrunchBase & LinkedIn APIs – and allows users to export To-Do items via Google Calendar integration; *Media CRM* pulls in both Twitter & Klout APIs to help users see what stories journalist are covering & sharing – and how influential they are

5. Free templates & wizards – Foundersuite's free collection of 80+ startup docs help founders name the company, split equity, build a cap table, recruit advisors, create a hiring plan and more

6. Big Data for VCs, Angels & Startups – Aggregated data shows which startups have started fundraising and entered diligence with investors, how many companies are launching in each vertical space, and which startups are getting the most press coverage. As its Big Data capabilities expand, Foundersuite plans to aggregate investor feedback revealing where funding is most available, offer benchmark data on equity splits & cap tables, and publish news about which startups are hiring and when