

# Content Marketing for Startups

Nanalyze is a boutique media company focusing on disruptive technology investments. Our readers include venture capitalists, management consultants, asset managers, and investment bankers, as well as a broad audience of founders, retail investors, and tech enthusiasts around the globe.

As a startup that runs lean, you need to know one thing: What are the absolute basics you need to worry about when it comes to public relations? The answer is simple: You need to make it easy for people to find your story.

## Product offering:



**A 1,500-word comprehensive article** that elaborates on the startup's business model, traction, total addressable market, and touches on the competitive landscape from the lens of the company.



**The article will be published on Nanalyze and read by more than 80,000 monthly readers that visit our site.** Additionally, the article will be distributed on social media using the below channels:



Twitter  
1,500



Facebook  
98,000



LinkedIn  
500



Nanalyze newsletter  
14,000



**Search Engine Optimized (SEO) keywords will ensure you'll get traffic from the article** for years to come. Along with links to the company website, an optional call-to-action can be added at the end of the article for generating leads.

## Our audience includes:



9 out of the top 10 global management consultancies



10 out of the top 12 global investment banks



Leading venture capital companies worldwide



Half of our readers come from the US

## Pricing and packages:

**1 feature article**  
on a startup

\$950

**3 feature articles**  
on 3 startups

\$2,650

**5 feature articles**  
on 5 startups

\$3,950

## Sample content from 2019:



21 MARCH 2019

**Autonomous Robots for Horticulture Are Here**



27 OCT 2019

**When Business Intelligence Meets Artificial Intelligence**



13 AUGUST 2019

**Simulating Cancer Cells Using Artificial Intelligence**

## Clients we've worked with before:



Reach out to our Head of Research, Peter Veto, to learn more about how you can get exposure to our readers:

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