

MAKE A KILLER MEDIA KIT

FOR YOUR SAAS STARTUP

9-POINT CHECKLIST

1. BASIC INFO

- Your logo
- Founded date
- Headquarters and number of offices
- Company size
- Headshots of C-level executives and founders

2. CONTACT INFO

- Email address
- Person's name in charge of media relations

3. MISSION

- Your company story
- How you are different
- Statement by your CEO

4. SERVICE/ PRODUCT

- Main products/services you provide
- Pricing information
- Product screenshots



- 5. AUDIENCE**
 - Your customer demographics and firmographics
 - Number of active users
 - Largest companies you serve
 - Number of social media following

- 6. STATS**
 - Website stats (traffic, conversion rate)
 - Company growth rate
 - Revenue size
 - Industry size and your position

- 7. REFERENCES**
 - Your most important collaborations
 - Logos of your partners
 - Testimonials from partners

- 8. PRESS CLIPPING**
 - Your prestigious awards
 - Press clipping (media mentions, guest posts, etc)

- 9. FAQ**
 - Answers to frequently asked questions

