



startup savant

Media Kit 2024



nice to meet you!

Startup Savant

Stay Informed. Get Inspired. Launch Your Vision.

Your one-stop shop for founders, startup enthusiasts, and budding entrepreneurs. With a wealth of guides, articles, interviews, and tools, we provide readers with both knowledge and actionable insights. Whether you're starting out or scaling up, Startup Savant is the go-to resource for the modern entrepreneur.



our audience

59%

under the age of 45

57%

male

43%

female

Top 3 Countries

United States, India, United Kingdom

Top 5 Cities

New York, Ann Arbor, Los Angeles, Chicago,
Bengaluru

our reach

1.5 Million

Users in the Last 12 Months

125,000+

Monthly Visitors

148,000

YouTube Subscribers

2,500

LinkedIn Followers

7,200

Twitter Followers



key sections

[Startup Inspiration](#)

All the substance you need to help you launch — from stories of successful entrepreneurs to lucrative startup ideas.

[Startup Foundations](#)

Articles focused on cultivating an entrepreneurial mindset, insights into current market trends, and a plethora of advice to steer you smoothly from conception to launch.

[Startup Finance](#)

The key knowledge entrepreneurs need to budget, fundraise, and effectively manage their money.

[Startup Resources](#)

Your curated collection of essential tools, programs, and more specifically tailored for early-stage founders and aspiring entrepreneurs.

[Service Reviews](#)

Learn which products or services will be most useful for your startup at every stage of your business, from formation to branding.

[Guides](#)

Learn the ins and outs of starting your own venture whether you're looking to form a corporation or limited liability company (LLC).

[YouTube](#)

Library of informative videos and thought-provoking podcast interviews

[Podcast](#)

Interviews with founders, authors, investors, and experts about the challenges and triumphs of startups today.

popular content

[Top Startups to Watch](#)

The most promising startups, spanning AI, fintech, ecommerce, and more.

[Best Startup Ideas](#)

A comprehensive list of innovative startup ideas designed to help you succeed.

[Best Startup Accelerators](#)

The top startup accelerators that offer mentorship, funding, and resources to help early-stage companies grow and scale.

[Top Venture Capital Firms for Startups](#)

The top VC firms fueling the next generation of industry-changing startups.

[How to Start a Startup in 10 Steps](#)

The essential steps to launching a successful startup, from assessing your skills and developing your idea to securing funding and scaling your business.

[Best LLC Services](#)

A comparison of the best LLC formation services to help you choose the right one for your business needs.



Company Name

TRUiC (The Really Useful Information Company)

Overview

TRUiC is a comprehensive hub for entrepreneurs, providing free tools, guides, and resources to help business owners succeed at every stage of their journey. From forming an LLC to exploring innovative startup ideas, TRUiC offers user-friendly content and AI-powered tools to simplify business formation and growth.

Notable Publications:

- [How to Start an LLC](#)
- [StateRequirement](#)

Credibility:

- [Ann Arbor SPARK's FastTrack Awards Honor 18 Companies for Significant, Consistent Growth](#)
- [Ann Arbor company offering free business startup guides sees huge growth](#)
- [Answering a major question for first-time founders - Business Podcast for Startups](#)

