**Header**

*Sub header*

**First Paragraph: The News Essentials | 3-4 sentences**

* First sentence: [DATE / HQ CITY] (Company, hyperlink) - what the company does and what is being announced (the news)
* Second sentence: Additional, ideally data-driven or strong industry narrative-driving details on the news – make your news important and timely to the broader market
* Third sentence: More color / context, if necessary
	+ Note: use numbers – the header, subheader, and first paragraph is *the* time to make your story compelling through numbers, big names, and traction to communicate the market’s appetite for your product, and strong future roadmap for further adoption

**Second Paragraph: The Problem x Your Unique Solution For It |** The problem you’re solving and why your solution is beneficial to people and important to the industry, as well as intro/details of your traction to prove that tour solution works | 3-4 sentences

* Problem you’re solving, in a single sentence. It can be two sentences if it makes it easier to read/digest. Use numbers to put the problem and the impact of the problem into context as well as the beneficial ripple effect of your solution on people/industry/society.
* If applicable, mention traction numbers to show that your solution (which has been briefly mentioned already in the above paragraphs) is already being adopted and working

**Third Paragraph: Product Differentiators |** How You’re Solving the Problem -- Product & Use Case | 4-5 sentences, or 1-2 sentences and 3 bullets

* Product suite / use case: introduce how your product/partnership/news solves the problem covered in paragraph 2. If applicable, use bullet points to break out the core product features and the value they provide as well as clear differentiators

**Fourth Paragraph: Founder / Executive Quote |** 2 sentences

* Executive quote contextualizing the news

**Fifth Paragraph: Roadmap / What’s Next |** ~3 sentences

* Roadmap details: Where do you go from here?

**Sixth Paragraph: External Validator Quote – Partner / Investor/Customer |** 2 sentences

* Quote from an executive, investor, customer, etc – someone who can further validate)

**Boilerplate: Company Blurb**

* About (Company): a single paragraph encapsulating what the company is and why it’s needed, with basic details including HQ city, etc