SEVEN MEDIA STARTUPS FROM MATTER'S SECOND CLASS

MAKE CASE FOR CAPITAL AT DEMO DAYS

IN NEW YORK CITY AND SAN FRANCISCO

Fusing public media values with Silicon Valley entrepreneurship, media start-up accelerator showcases second class to investors and media industry leaders on both coasts

New York, NY (February 25, 2014) – Seven startups from the second class of Matter, the San Francisco-based media startup accelerator, today made their case for capital and highlighted how their ventures will disrupt traditional media, journalism, and publishing at demo days this week in San Francisco and New York City.

Backed by The John S. and James L. Knight Foundation, KQED, and PRX, Matter fuses public media values with the methods and mindsets of Silicon Valley entrepreneurship. It invests in entrepreneurs who show high potential to create media ventures that have a meaningful, positive impact on society while pursuing a sustainable, scalable, profitable business model.

For the seven teams that comprise Matter’s second class, the two demo days for select groups of investors, media executives, and mentors marked the culmination of an intense five-month program that began in October 2013. Participants, which hail from the U.S., Argentina, Ireland, the UK, and Finland, were provided with a $50,000 investment and working space in Matter's co-working facility in San Francisco’s SoMa neighborhood. Each team participated in a bootcamp focused on building scalable media ventures with a human-centered, prototype-driven design process, as well as a regular series of design reviews, speaker sessions, and mentoring meetings with entrepreneurs, investors, and media executives.
The seven startups that presented at Matter’s demo days at Matter’s headquarters in San Francisco (February 20th) and New York City’s Greene Space at WNYC (February 25th) are:

**Beatroot** provides impact measurement to journalists, empowering them to be more relevant to their audiences, more impactful with their stories, and more in charge of their careers. (Mikko Koskinen & Ville Sundberg: founders@beatroot.co)

**Butler** brings event tracking to the masses. We empower non-technical team members to take a user-centered approach to their work by enabling them to track the journey of an individual customer through their website or application without having to call engineering. (Jeff Wang & Jonathan Liu: founders@hellobutler.com)

**Connu** helps emerging writers find, connect with, and monetize audiences through publishing the best new short stories. (Susannah Luthi, Niree Noel & Joseph White: founders@connupublishing.com)

**Contextly** enables publications of all sizes to be both informative and viable in the age of drive-by readers by marrying editorial wisdom to the power of algorithms. (Ryan Singel & Ben Autrey: founders@contextly.com)

**The Creative Action Network** crowdsources creativity for good by powering a platform that generates and sells original content created by a passionate community of artists. (Max Slavkin & Aaron Perry-Zucker: founders@thecreativeactionnetwork.com)

**MADE** is an invite-only marketplace that matches top freelance creatives with the people who want to hire them, freeing everyone up to spend less time searching and more time creating. (Benjamin Evans, Nicolas Parzialie & Emma McGowan: founders@needmade.com)

**Woopie** (Write Only Once, Publish It Everywhere) empowers writers and publishers to easily reach their audiences on all devices and platforms through a digital content publishing tool focused on responsive design. (Marta Rotter & Stewart Curry: founders@woop.ie)

“I have had the pleasure of working intensely with these teams over the past 20 weeks and am humbled by their scrappiness, creativity, grit, drive, and determination to make an impact on the world through their ventures,” said Matter Managing Partner Corey Ford. “After this experience, I believe they are ready for anything.”

“With this extraordinary group of startups it’s clear that Matter is establishing itself at the epicenter of a media revolution”, said Jake Shapiro, Matter Founding Partner and CEO of PRX. “Not only are we helping launch these new ventures but we’re also giving our partners, investors and the broader field a window into innovation and talent at the cutting edge.”

Matter’s first class of six startups ChannelMeter, Inkfold, KickFlip (by OpenWatch), Mixation, Pop (by Zeega), and Spokenlayer graduated in July 2013. Since then, five of them have raised additional capital or received acquisition offers. Three of the product-driven companies had major product launches this past week, including Pop which is currently a featured app by Apple and was named as one of Mashable’s weekly “five apps you don’t want to miss.”

**About Matter**
Fusing public media values with Silicon Valley entrepreneurship, Matter is a start-up accelerator supporting media entrepreneurs building a more informed, connected, and empowered society. Backed by KQED, The John S. and James L. Knight Foundation, and PRX. Matter invest in entrepreneurs who show high potential to create media ventures that make a meaningful, positive impact on society while pursuing a sustainable, scalable, profitable business model. For more information visit http://matter.vc/press/.