



A QUICK GUIDE

HOW TO GET FEATURED



Institute of
Innovation &
Entrepreneurship



THE GOOD NEWS - THE MEDIA IS HUNGRY FOR FOUNDERS' JOURNEY, INSPO AND SUCCESS STORIES! BUT THERE'S AN OCEAN OF SIMILAR STORIES. SO, HOW DO YOU GET YOURSELF OR YOUR COMPANY IN THE GAME?

Include as much detail or key information about your company including founders' profile as possible. These help journalists in selecting potential interview profiles for articles they are planning for.

#02

Get your company listed in local media channels - for Singapore-based companies, you will want to check these tech or startup-focused media outlets and sign up for an account (they are free!):

- <https://e27.co/> (How do I create a startup profile?)
- <https://www.techinasia.com/>
- <https://kr-asia.com/>

GET IN THE GAME

Be a contributor or give comments and opinions on areas within your expert domain. These increase your online reputation as a thought-leader and progressive startup founder - improves your chances of getting noticed by journalists

#03

#01

BE A CONTRIBUTOR

IMPT NOTE: This does not guarantee your article to be published.

Many media outlets accept or invite industry experts and business owners to offer their opinions or thoughts on a wide range of topics. Most will request for contributors to adhere to their editorial guidelines.

Check out our curated list of quick links to media channels that offer such opportunities:

- E27 Contributor Programme: e27.co/contributor/
- Tech in Asia Community articles, email: community@techinasia.com
- Tech in Asia - Useful tips if you are pitching a story: bit.ly/TIAgetcovered
- Oasis by KR Asia: bit.ly/oasisKRA - (These will be picked & channeled to their main site here : oasis.kr-asia.com)
- The Straits Times contributor guidelines: bit.ly/STcontributorguidelines
- Harvard Business Review Contributors advice and guidelines: hbr.org/guidelines-for-authors

