

FoundersPrint

The PR idea engine for founders — built from real agency work, not a chatbot.



THE PROBLEM

Your name is already being searched.

By investors. By clients. By partners. And increasingly — by AI.



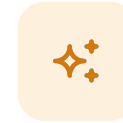
78%

see the CEO as a
brand in their own right



61%

trust a company more
when they know its leader



82%

say a CEO can damage a
brand faster than ever

Source: BBDO Worldwide / Omnicom, presented at Cannes Lions 2026



AI is becoming the new front page.

Chatbots and AI assistants learn who counts as “an expert” from the same coverage that search engines index. If a founder's name never shows up in published, citable content — AI has nothing to recommend.



Where founders now get discovered — or don't

ChatGPT

Perplexity

Gemini

*“Almost every company has a business strategy for its CEO.
How many have a brand strategy for them?”*

THE SOLUTION

PR, turned from guesswork into a filtered, practical plan.



Filtered by geography & industry

A Manufacturing CEO in Poland and a SaaS CEO in the US never see the same plan.



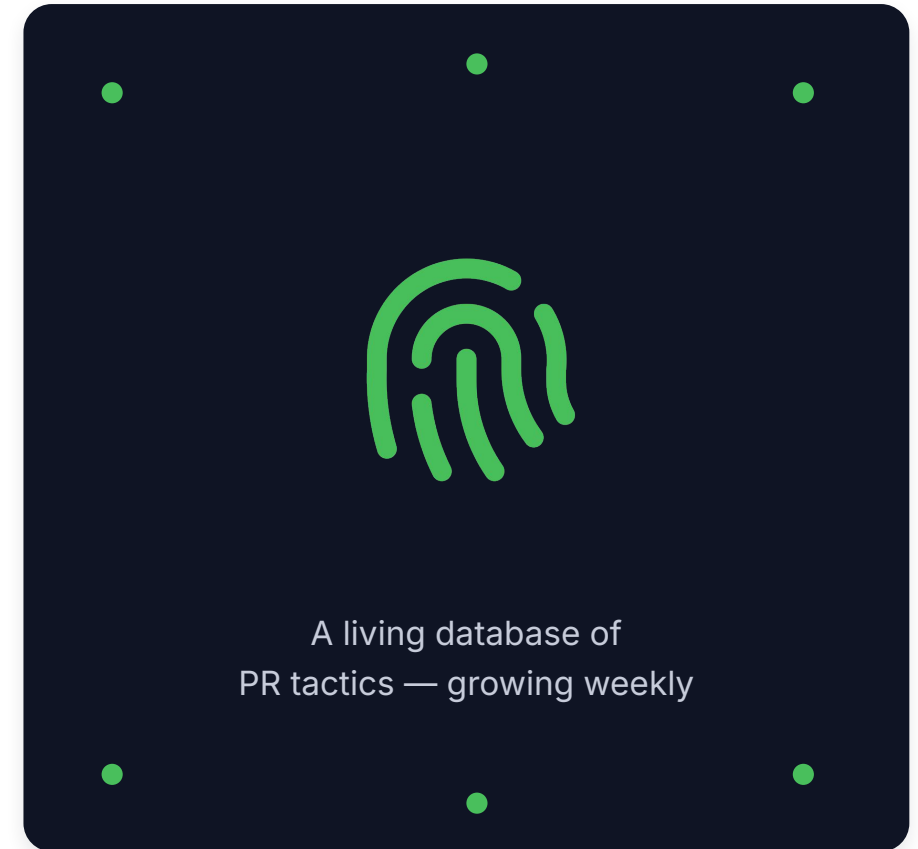
168+ tactics from real agency work

Every tactic reflects what Go Global has actually executed with real clients.



Free to start, deeper as you grow

Universal tactics are free forever. Unlock more as your PR maturity grows.



Three steps from search to strategy

01



Tell us where & what

Two questions: your geography and your industry.



02



Get your filtered plan

Universal tactics first, then everything tailored to you.



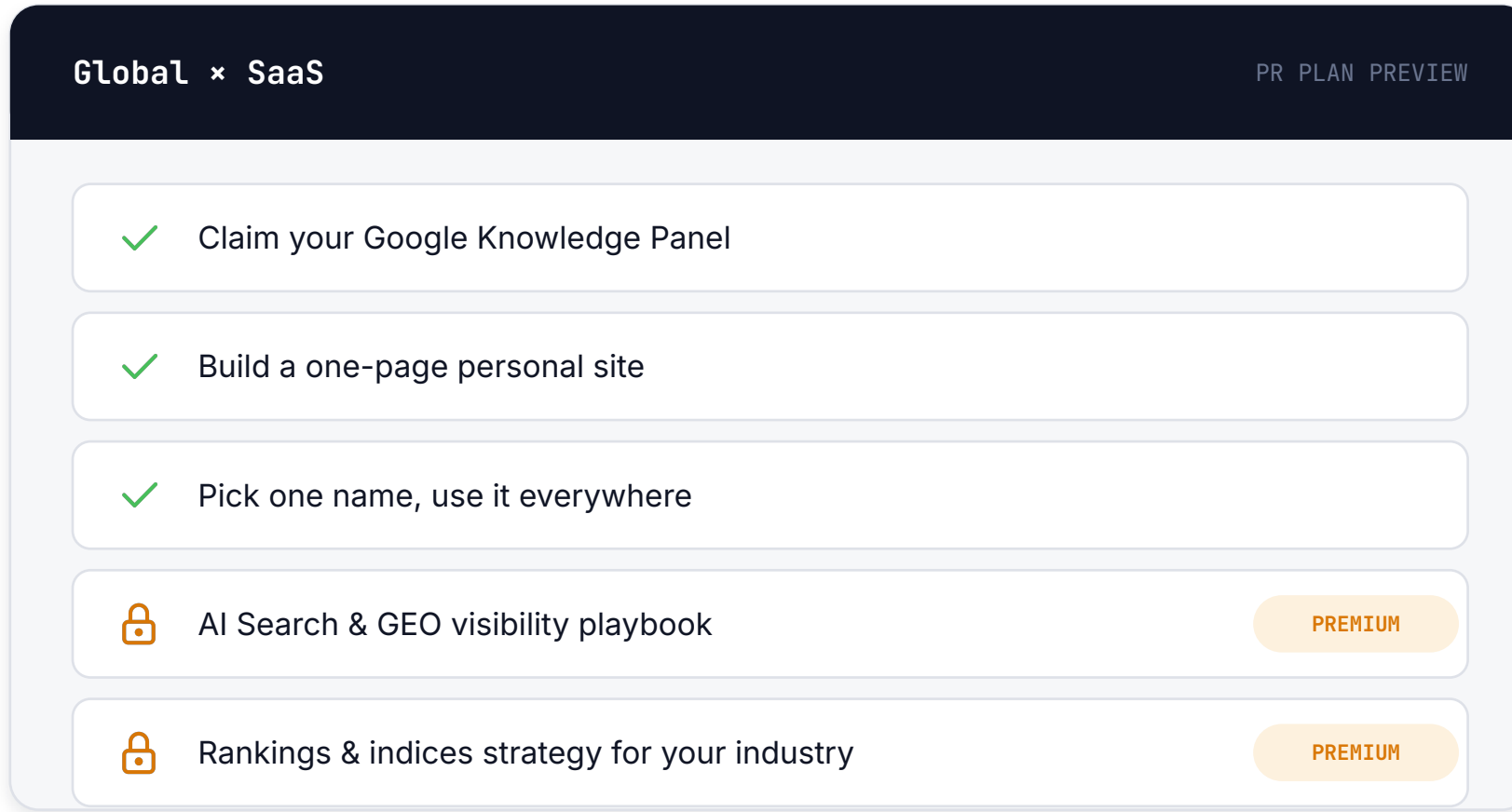
03



Unlock or bring us in

Go deeper with the toolkit, or let Go Global execute it.

What founders actually see



Real UI, simplified for this deck.



DIFFERENTIATION

The real competitor isn't another tool. It's ChatGPT.

Generic AI Advice

ask a chatbot

- ✗ Segmented by geo & industry
- ✗ Practitioner-sourced
- ✓ Instant, self-serve
- ✗ Ongoing execution available

Traditional PR Agency

hire a consultant

- ✓ Segmented by geo & industry
- ✓ Practitioner-sourced
- ✗ Instant, self-serve
- ✓ Ongoing execution available

FoundersPrint

Go Global

- ✓ Segmented by geo & industry
- ✓ Practitioner-sourced
- ✓ Instant, self-serve
- ✓ Ongoing execution available



A living database, not a list of generic tips.

168+

PR tactics

7

regions

9

industries

16

task categories

Sixteen categories the tactics are organized into:

Positioning & Brand

LinkedIn as PR

Personal Website

Thought Leadership

Podcasts

Press Releases

Earned Media

Video Content

Top-tier Media

Speaking & Events

Community & Network

Mentorship

Google Knowledge Panel

Awards & Recognition

Rankings & Indices

AI Search & GEO



Two founders, two starting points — one product.



PR-from-zero

First-time founders, pre-seed-Series A

TRIGGER

Raising or scaling and realizing their name has no findable footprint.

ENTRY POINT

Foundation tasks: positioning, media kit, LinkedIn, press photos



Scaling PR

Growth-stage founders & CMOs

TRIGGER

Already has the basics — the pain is competitors outranking them.

ENTRY POINT

Growth/Advanced tasks: awards, rankings, AI visibility, expansion

A ladder, not a paywall.

Free

€0

- ✓ Every universal Global × All-industry task
- ✓ Step-by-step guides for each task
- ✓ New universal tasks added automatically

MOST POPULAR

Toolkit

€350

one-time

- ✓ 100+ tasks, unlocked across every geo & industry
- ✓ Linked examples & case studies
- ✓ 2h personalized consulting session

Fractional PR

€2,000+

per month

- ✓ Strategy + execution ownership
- ✓ Media relations, content & press strategy
- ✓ Market & language expansion support

Live product. First 90 days in motion.



Days 0-30

Instrument & validate

Ship funnel analytics, launch founder-led LinkedIn content, warm outreach to Go Global's own client base.



Days 30-60

Fix the leak

A/B test conversion points, turn first toolkit buyers into case studies, open accelerator partnerships.



Days 60-90

Build the pipeline

Pitch Fractional PR to engaged toolkit customers, launch referrals, expand geo & industry coverage.

Built by the people who've done the work.



Anastasiia Sosyniuk

Co-founder · Digital, AI & Growth
<https://www.linkedin.com/in/anastasiia-sosyniuk/>

- ✓ 15+ years building founder PR & visibility systems
- ✓ SEO/AEO specialist — found by Google and AI alike
- ✓ Lecturer at IAMPMP, 500+ marketing students



Natali Trubnikova

Co-founder · CMO, Strategy & BD
<https://www.linkedin.com/in/natali-trubnikova/>

- ✓ 10+ years in PR & media strategy for B2B tech
- ✓ Specialist in defence tech, SaaS, ProcureTech
- ✓ Founders Running Club organizer

LET'S TALK

Your name is already being searched. Let's make sure it says the right thing.

Founderprint

Anastasiia Sosyniuk · Natali Trubnikova

Co-founders, Go Global

