pr.co raises €400k to automate PR & communication workflow

PR software startup will use proceeds to expand team internationally, launch new products and acquire a machine learning competitor.

pr.co, the Amsterdam-based SaaS company that helps companies tell better stories, raised a seed round of €400.000 from an entrepreneurial group of angels and publishing industry expert [BFly Ventures](#).

"We invested in pr.co for the unique capabilities in solving the problem of managing communication workflows with a scalable platform, an experienced management team, and happy customers with growing revenues in an enormous global market. Literally any company needing to market itself, can use pr.co to finely tune their message to the correct audience, automate workflows and improve overall communication efficiency."

Brian Reaves, lead angel investor

The investment will be used to add talent to both the product and growth teams in Amsterdam, expand the sales team into Europe, and drive innovation of the product supported by the acquisition of IP from a [Techstars](#) machine learning startup.

"In the past pr.co has been the default PR-tool for many startups and now with this investment, we are also able to go upmarket and soon we'll be launching a completely new suite of products aimed at larger companies."
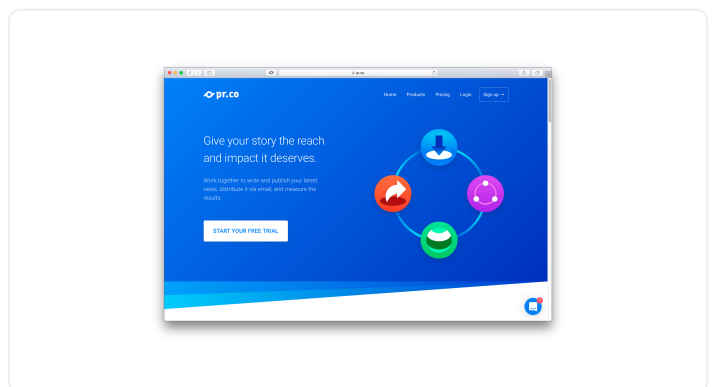
Stefan Fountain, CEO of pr.co

New homepage

Recently pr.co has rebranded their homepage and will continue to further develop their product line and are planning to announce new products very soon.

"I'm excited about the vision of pr.co and the capabilities of the product. It's time that communication teams start working more efficiently, tell better stories and target their message to the right and interested media outlets. With this investment pr.co can continue to build out their product line, increase their team and client base. In addition to the financial resources, the investors bring in over 100+ years of industry experience and a great network, that really helps the business."

Patrick de Laive, co-founder TNW and board member of pr.co
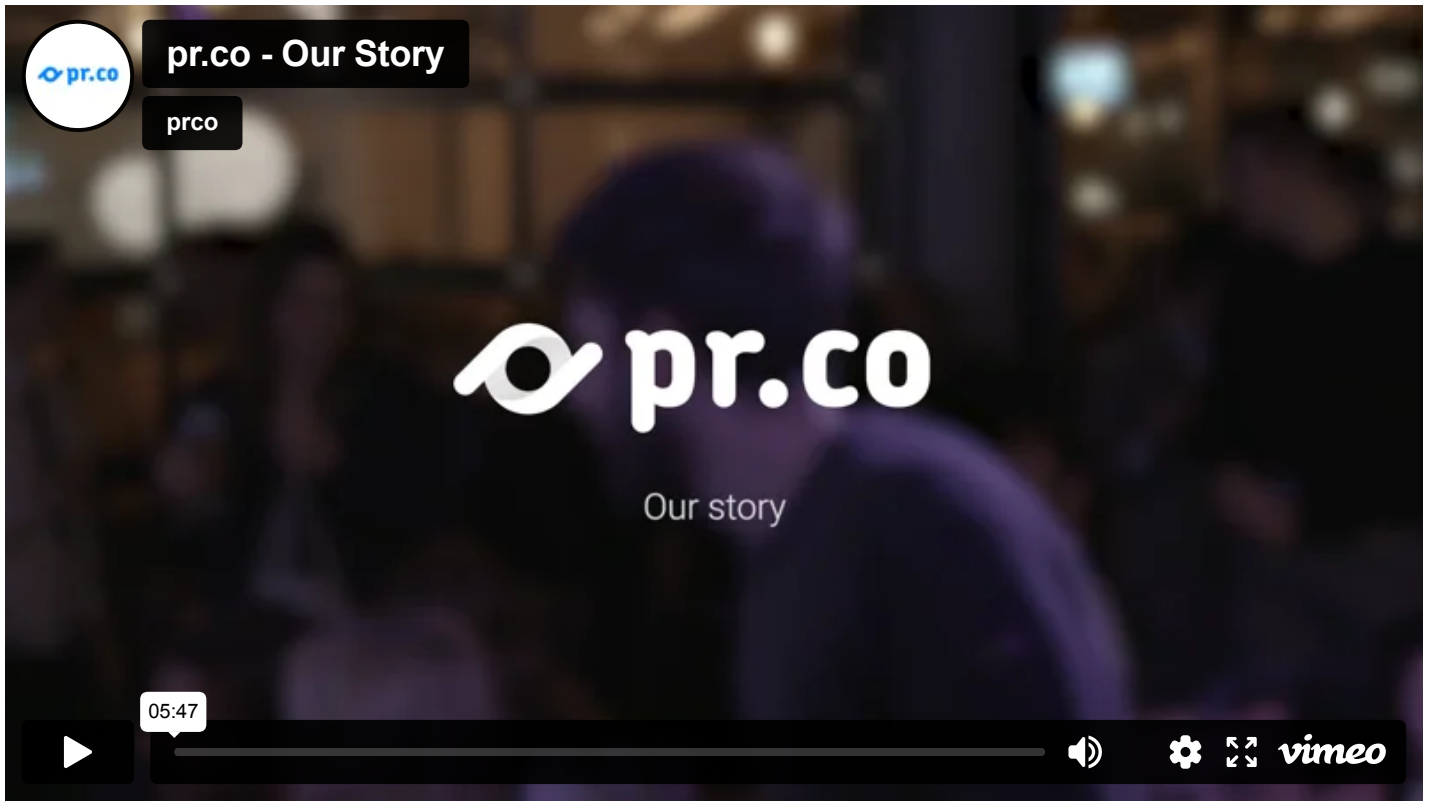
Refreshed logo and new homepage

Pressroom startup PR.co raises 400.000 euro from Optima and WoodWing Ventures - StartupJuncture

startupjuncture.com

New management

With the investment also comes a new formalized management. In addition to the existing management team consisting of Stefan Fountain (CEO) and Jeroen Bos (CPO), the company has added Gilberto Arredondo as Chief Commercial Officer (CCO).

Introducing: Gilberto Arredondo (video)

▲ pr.co - Our Story

Gilberto outlines why he joined pr.co.

Management team pictures

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About pr.co

pr.co builds (corporate) websites and software for the world's fastest-growing companies, including Just Eat Takeaway, WeTransfer, Remote, Dolby, and Polaroid. pr.co takes the spin out of public relations by equipping organizations with the right software, knowledge and partners to communicate transparently and build relationships based on trust, as consumers increasingly expect companies to operate ethically.

With pr.co's websites, journalists, customers, investors and other stakeholders get an in-depth view of an organization's mission, values, actions and developments. The pr.co platform helps organizations publish news, manage their international PR strategy, manage their contacts, do outreach and stream events online. In addition to technical support, pr.co customers get invaluable content support through one-on-one consultations and master classes from PR experts.

pr.co has donated their services to dozens of NGOs, including the Dutch National Food Bank Organization, the Dutch Council for Refugees, and ReNature.

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