Announcing the Acquisition of Clarity.fm and Launch of Startups.co

Tuesday 3 February, 2015

Friends — today I'm excited to share two very big announcements and to give you a peek at what's in store for 2015.

We've Acquired Clarity.fm

Yep, the family just keeps growing.

Clarity was founded by well-known serial entrepreneur Dan Martell to help Founders get personal advice from startup experts in every field, from marketing to fundraising to product development.

Over 4,000 experts have joined Clarity, and last year alone they spent more than 181,026 minutes on the phone helping entrepreneurs. To put that in perspective, that means that 1 out of every 3 minutes of the day (or night) someone on Clarity is on the phone helping a Founder. It's awesome.

They've also created a fantastic Q&A product where Founders can ask hard questions about starting a company and get answers from people who have lived through the same challenges.

Clarity puts the biggest rolodex of startup experts at every Founder's disposal.

Clarity is a venture-backed company with a long list of investors, including Baseline Ventures, 500 Startups, Freestyle Capital, Venture51, and Mark Cuban, among others.

We believe Clarity's mission is directly aligned with our own: to help millions of startup Founders succeed. We're very proud to have them join our family.

We Have Launched Startups.co

With the acquisition of Clarity, we would also like to announce that we have launched Startups.co, the nexus of our new Startup Launch Platform, and the official name of our parent brand.

Startups.co will serve as a central community to bring together our 13 million registered users to help connect Clarity, Fundable, Bizplan, Killer Startups and Launchrock with a more unified voice.

We'll also feature the best content and startups from across our platforms, whether it's live experts on Clarity, newly discovered startups from Killer Startups, or brilliant new products coming from Fundable.

Oh, and we'll feature a ton of original content from Founders like Peter Thiel, who will be speaking live to our audience of 825,000 startups on February 9th.

Our Startup Launch Platform

Three years ago we decided not to sleep.

Instead, we focused on building our vision for the ultimate Startup Launch Platform. Our goal was simple but ambitious: to help startups in all the places they get stuck when launching.

We began with startups raising capital on Fundable.com. Since launch, we've helped startups raise over $150 million in funding commitments.

We then wanted to help startups find customers. So we acquired Launchrock.com, which has helped startups attract 13 million of their "first" customers.

We believe that getting press and being discovered early is critical to Founders, so we acquired KillerStartups.com, which has reviewed over 80,000 startups since 2007.

And today, we're announcing the acquisition of Clarity to help connect startups to world-class experts like Eric Ries, Mark Cuban, and Brad Feld.

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With all that said, we're just getting warmed up! We're working on a long, long list of features, improvements, and acquisitions to share with you.

As always, we'd love your feedback. You can always drop me a line at wil@startups.co and let me know what else we can be doing to launch more startups!

— Wil Schroter
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