**LifeGuides Press Release**

**LifeGuides Secures Initial Round of Funding**

**CAMBRIDGE, Mass., October 15, 2015**—LifeGuides announced today that it has secured an initial round of funding from investors, including the backers of other successful startups such as Pinterest, Facebook, TalentBin and Rapportive.

LifeGuides helps companies recruit the best talent by leveraging the power of their greatest brand ambassadors—their employees. LifeGuides’ unique technology enables employees to create compelling video and written content to be shared through employers’ websites, social media properties, careers pages and other online recruiting and hiring destinations.

Among the investors who participated in the initial round of LifeGuides funding are:

* Pete Kazanjy, founder of TalentBin
* Anne Raimondi, senior vice president of Operations at Zendesk
* Semyon Dukach, managing director of Techstars
* Riley McDonough, CEO of RM Media Advisors and former vice president at WebMD and ESPN.com
* Jere Doyle, entrepreneur and founder of Oyster Angels

“We’re thrilled to have the backing of these respected visionaries and business leaders,” said Phil Strazzulla, LifeGuides’ founder and CEO. “Their support confirms the value and the potential of our solution—as do the results to date. Companies using LifeGuides content report that engagement has more than doubled on their careers sites, with nearly 85% of visitors viewing the LifeGuides content. It’s made their social media more engaging, brings a novel twist to their job postings, and the SEO benefits have provided incredible boosts to their brands.”

“It was a no-brainer for me to support LifeGuides as an investor because the company's founders have such an exciting vision,” said investor Pete Kazanjy. “They’re offering employers an amazingly powerful and affordable way to create, manage and distribute employee-authored content across their owned media, job postings, relevant Google queries, and other online channels. Any company that isn’t proactively telling its story online through employee-authored content is losing top candidates every single day. LifeGuides makes sure that doesn’t happen.”

Strazzulla originally conceived LifeGuides at Harvard Business School while getting his MBA. His classmates were constantly exchanging in-depth career information with one another as they planned new careers after graduation. Phil started a blog to democratize the information shared in these conversations, and was subsequently approached by companies looking to add content to the blog in order to build their employer brands.

LifeGuides is exhibiting in the Startup Pavilion at the [HR Technology Conference](http://hrtechconference.com/) in Las Vegas, October 18 through 21.

**About LifeGuides**

LifeGuides helps your business attract top talent through employee-authored content. This content covers the skills employees are gaining, the impact they have, and everything else that talent cares about. The content lives on your careers page, job postings, social media, and in relevant Google searches. LifeGuides does all this and more starting at the price of a job posting. To learn more, email sales@lifeguides.me.

LifeGuides was founded at Harvard Business School and is based in Cambridge, MA.

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