IN•PULSE
Lithuania

Get featured on IN•PULSE

The heartbeat of Lithuanian startups

WELCOME

Thank you for your interest in being featured on **IN•PULSE**, a publication dedicated to highlighting the founders, companies, and ideas shaping the future of Kaunas.

This guide contains:

- Image guidelines
- Three story formats to choose from
- Questionnaires for each format
- Submission instructions

Being featured is free, simple, and designed to support the Lithuanian startup ecosystem.

1. IMAGE GUIDELINES

Every feature needs at least one strong, high-quality image.

Please provide:

- **One featured image**
- **Landscape orientation**
- **Minimum width: 1600px**
- **JPG or PNG**
- **No heavy filters or text overlays**

Suitable images include:

- Founder or team portrait
- Product shot
- Workspace or office
- A visual that represents your startup or launch

Additional images are welcome but optional.

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2. CHOOSE YOUR STORY TYPE

Please select **one** of the three formats below and answer the corresponding questionnaire.

A) STARTUP SPOTLIGHT

For stories focused on your company

1. What is your startup, and how would you describe what you do in one or two sentences?
2. What problem are you solving, and why does it matter?
3. How did the idea originate?
4. Who is your target customer?
5. What makes your approach or solution unique?
6. Where are you today in terms of traction, development, or milestones?
7. Why did you choose Lithuaina as your base?
8. What impact do you hope to create in Lithuania or beyond?
9. What's next for your company?
10. Links (website, LinkedIn, App Store, etc.)

B) FOUNDER INTERVIEW

For stories centered on the founder and personal journey

1. Tell us your background — where did you grow up, and what shaped your path?
2. What first pushed you toward entrepreneurship?
3. How did the idea for your company form?
4. What has been your biggest challenge so far?
5. What motivates you during tough periods?
6. What's your philosophy on building in 2025?
7. Why Lithuania? What does this city mean to you personally?
8. How do you think your industry will evolve in the next few years?
9. What advice would you give to someone just starting out?
10. What do you hope people will remember about your work**?**

C) PRODUCT LAUNCH

For announcing a new product, feature, or major update

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1. What are you launching? (name + short summary)
2. Who is this product for?
3. What problem does it solve?
4. What makes this launch significant or different?
5. What are the key features?
6. Are there any technical innovations worth highlighting?
7. When is it available, and where can users try it?
8. What comes next after this launch?
9. Include demo links, screenshots, or press materials if available.

3. HOW TO SUBMIT

When you're ready:

1. Choose one of the three story types
2. Answer the questions in plain text
3. Attach your featured image
4. Email everything to:

inpulse@inpulse.lt

You may answer in English or Lithuanian.

We will:

- Edit and format your story
- Prepare the article
- Send you a preview for approval before publishing

4. THANK YOU

By sharing your story, you help strengthen the Lithuanian startup ecosystem and inspire the next generation of founders.

We're looking forward to featuring you on **IN·PULSE**.