

Ukraine and CEE in international technology media: Problems and fixes

Andrii Degeler
andrii@proceed.to

Who am I?



What is ProCEEEd > Newsletter?

- CEE tech news
- 1,500+ headlines
- English and local languages

APRIL 2015 / NEWSLETTER

ProCEEEd #0 (April 13—19, 2015)

BY [ANDRII DEGELER](#) · APRIL 20, 2015



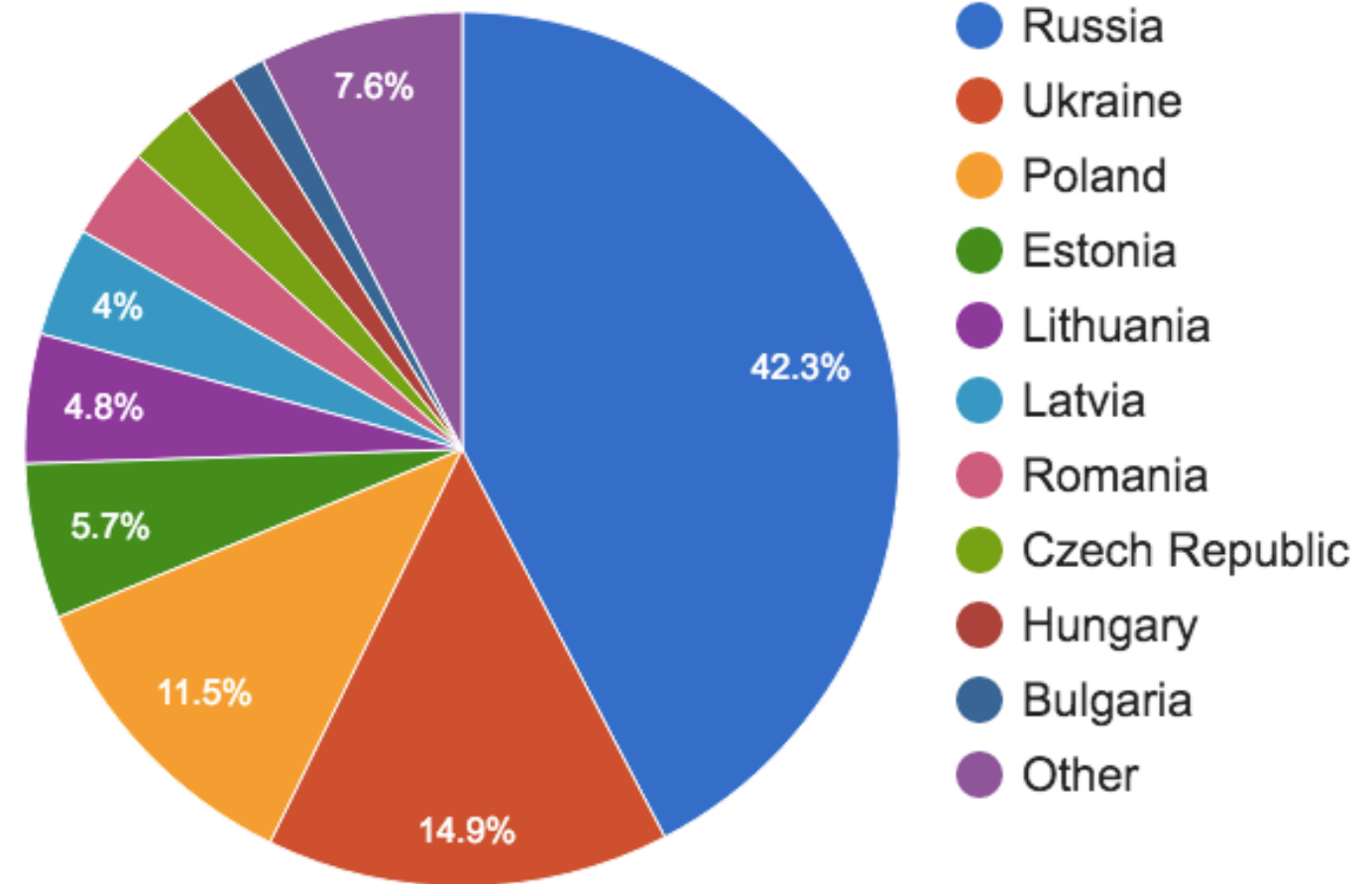
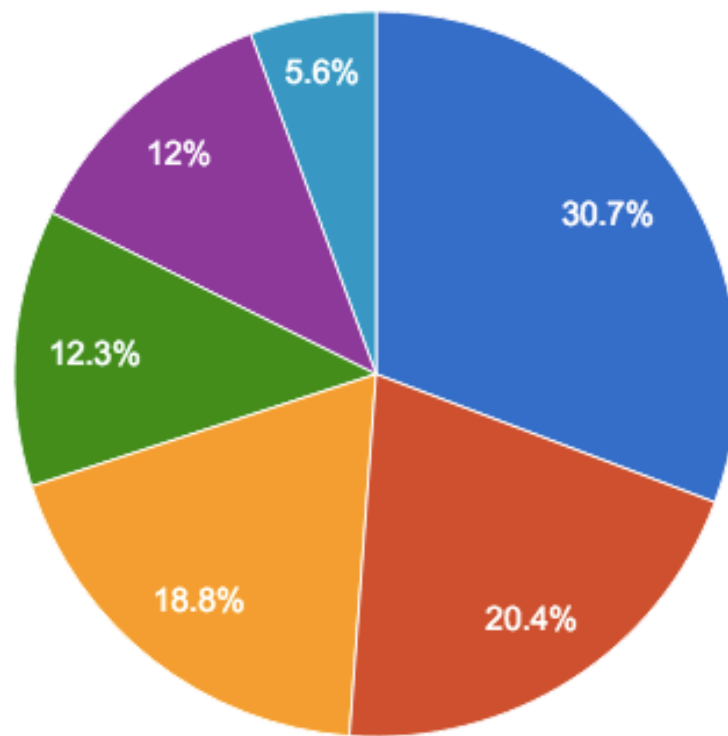
The past seven days have brought a few interesting announcements from CEE startups, big and small. Particularly it seems that the topic of affordable 3D printing is becoming a hot one, as two teams from Poland and Ukraine at the same time are trying to solve this problem. In addition to that, check out several funding deals as well as news from bigger companies and government-related stories.

Spring is traditionally a busy time with events coming one after another and often overlapping. This newsletter is sent to you from sunny Sofia, where tomorrow the first edition of [CEEDS'15](#) conference kicks off (hence the photo on top of the page). Right after it ends, another great event, [TNW Conference Europe](#), starts in Amsterdam. If you're going to attend any of these two conferences, ping me and come to say hi!

Enjoy your weekly dose of CEE tech news!

Lots of stories in English

- Features/ reports
- Startups and ecosystems
- Funding, M&A
- Big companies
- Law/policy/ government
- Other news

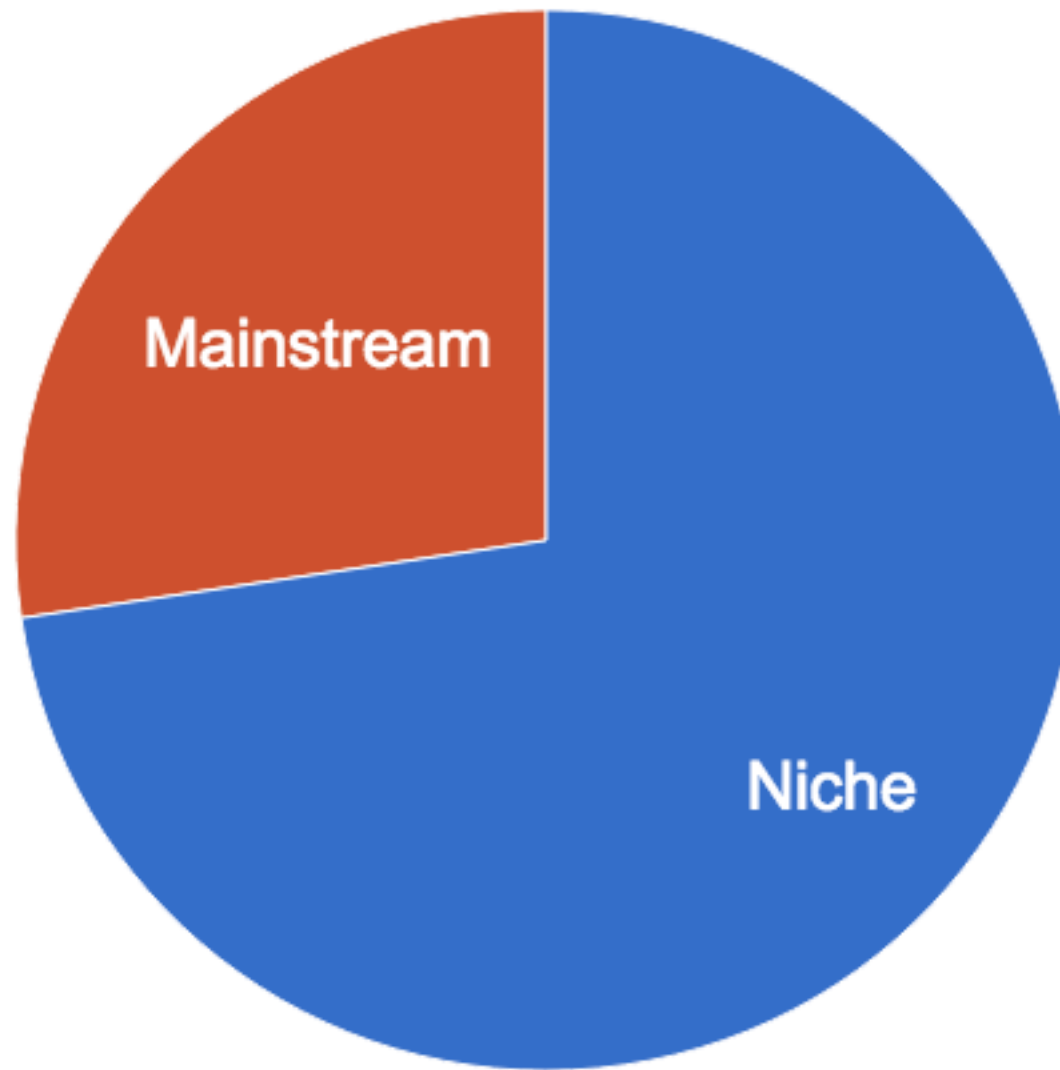


Put into perspective

Mainstream:

The Next Web
TechCrunch
Ars Technica
Tech.eu
Wired

etc.

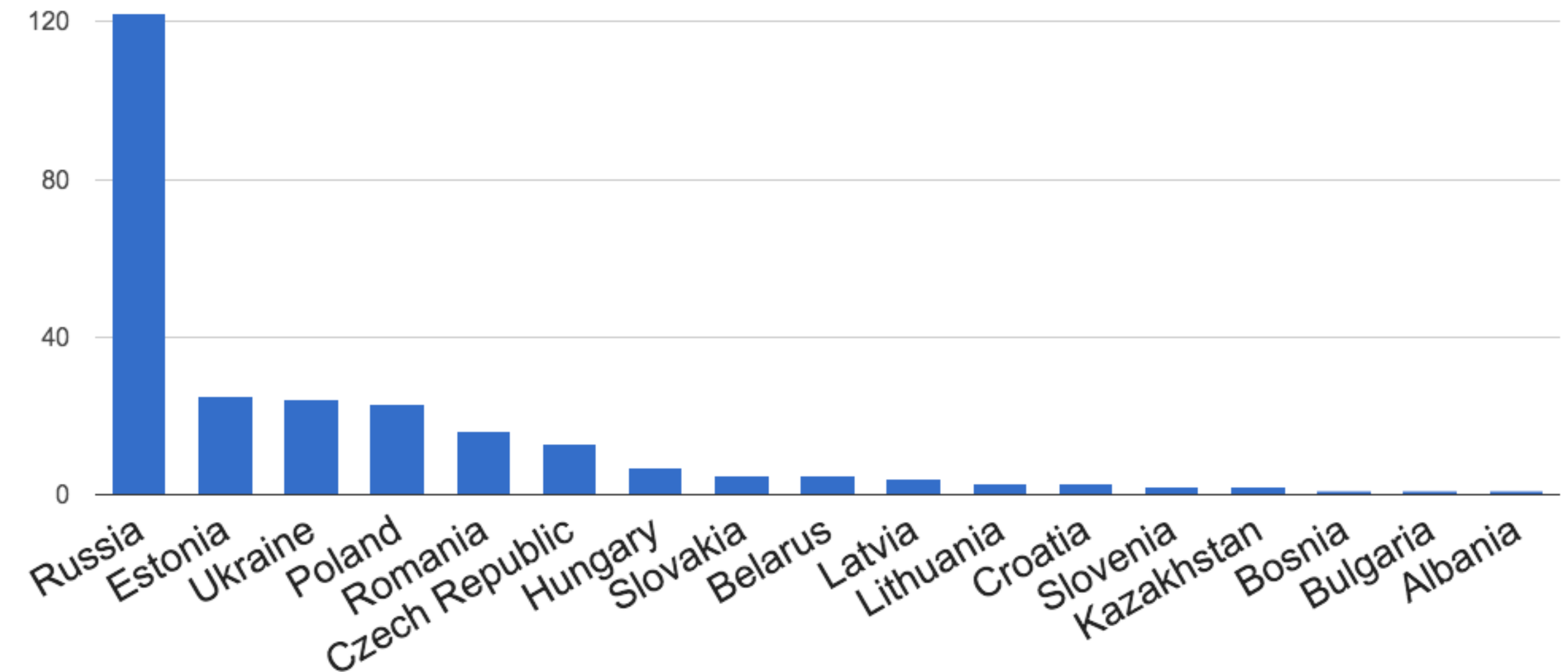


Niche:

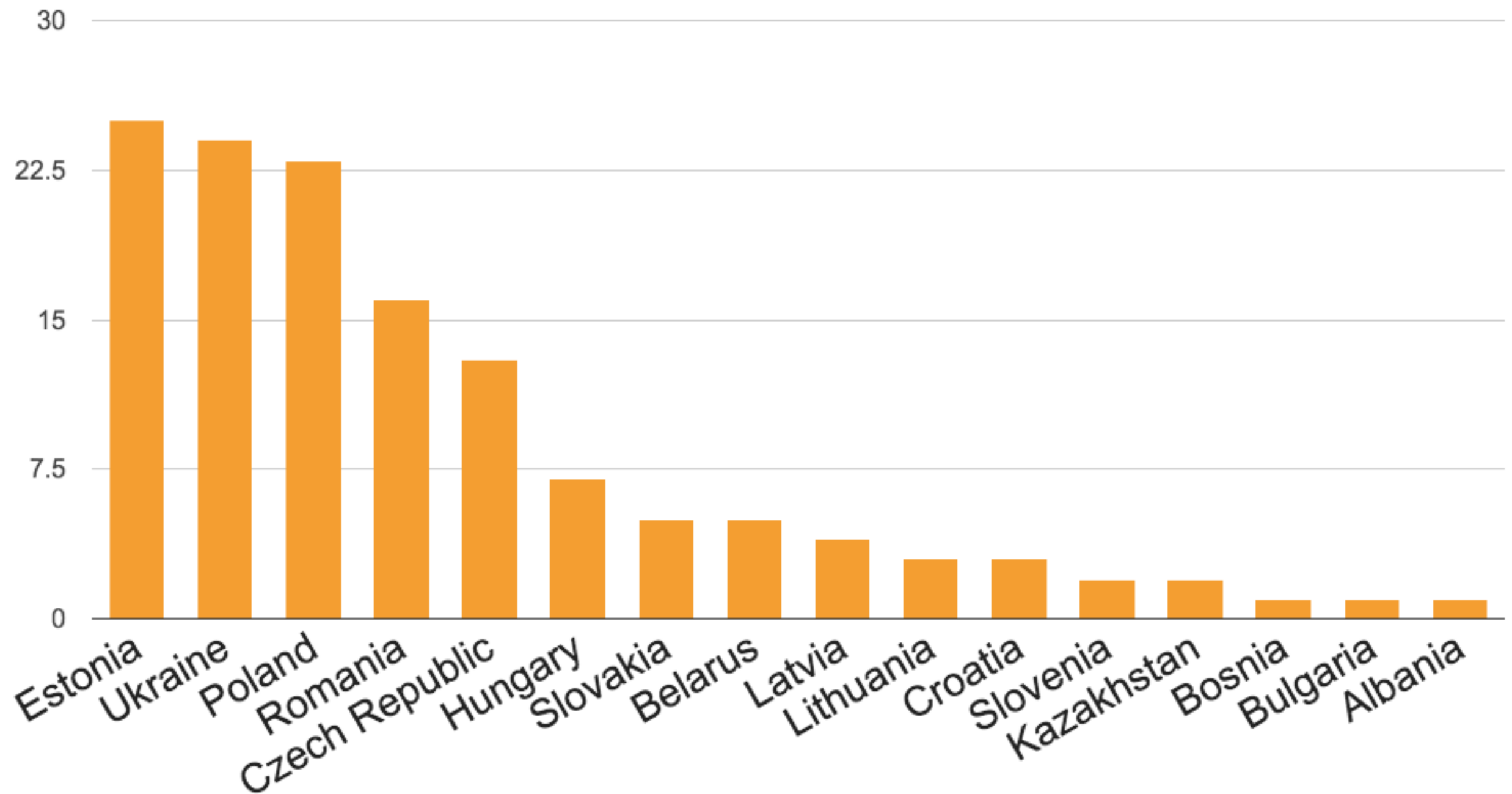
UADN
Kyiv Post
Arctic Startup
Bitspiration
EWDN

etc.

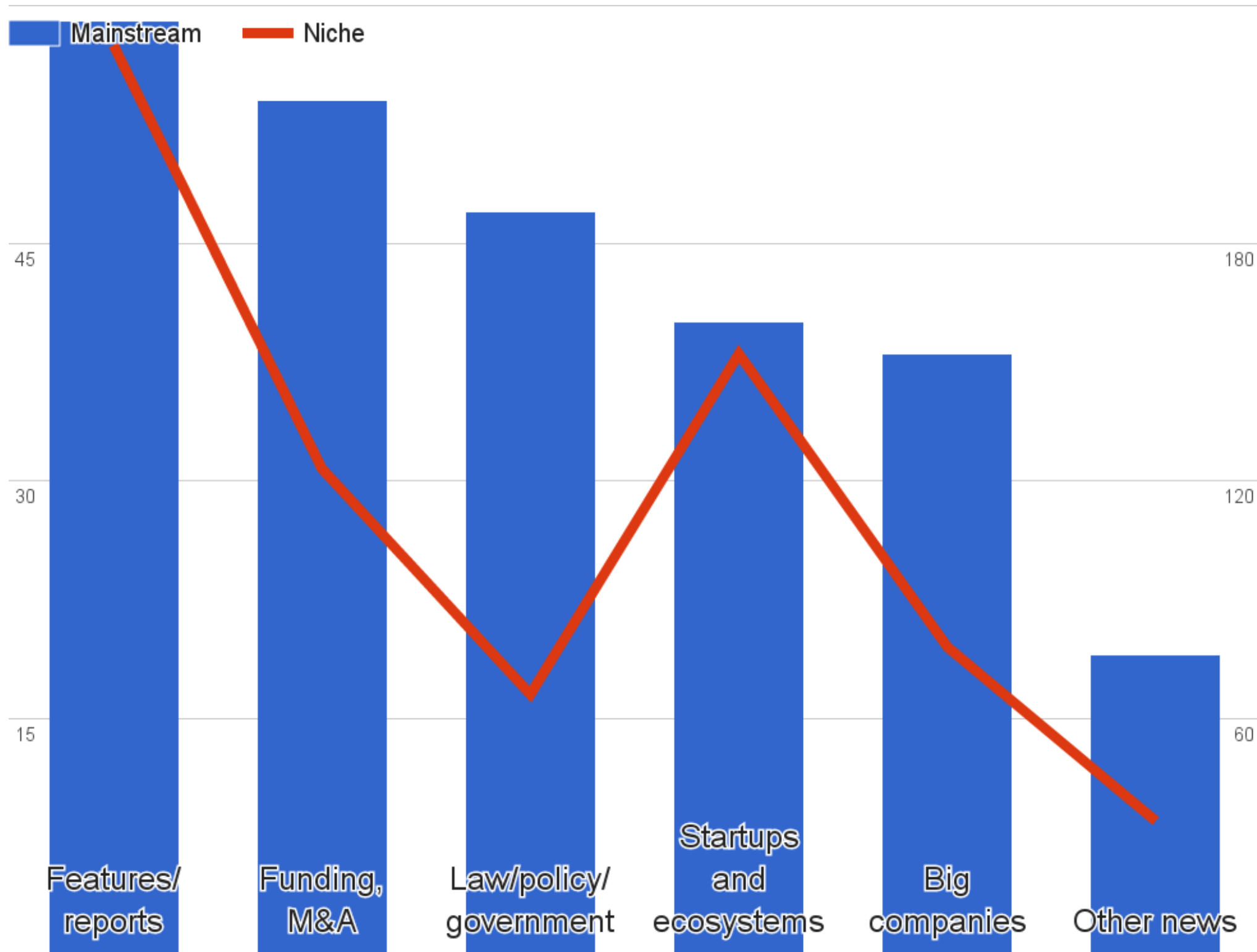
Mainstream media and CEE tech news



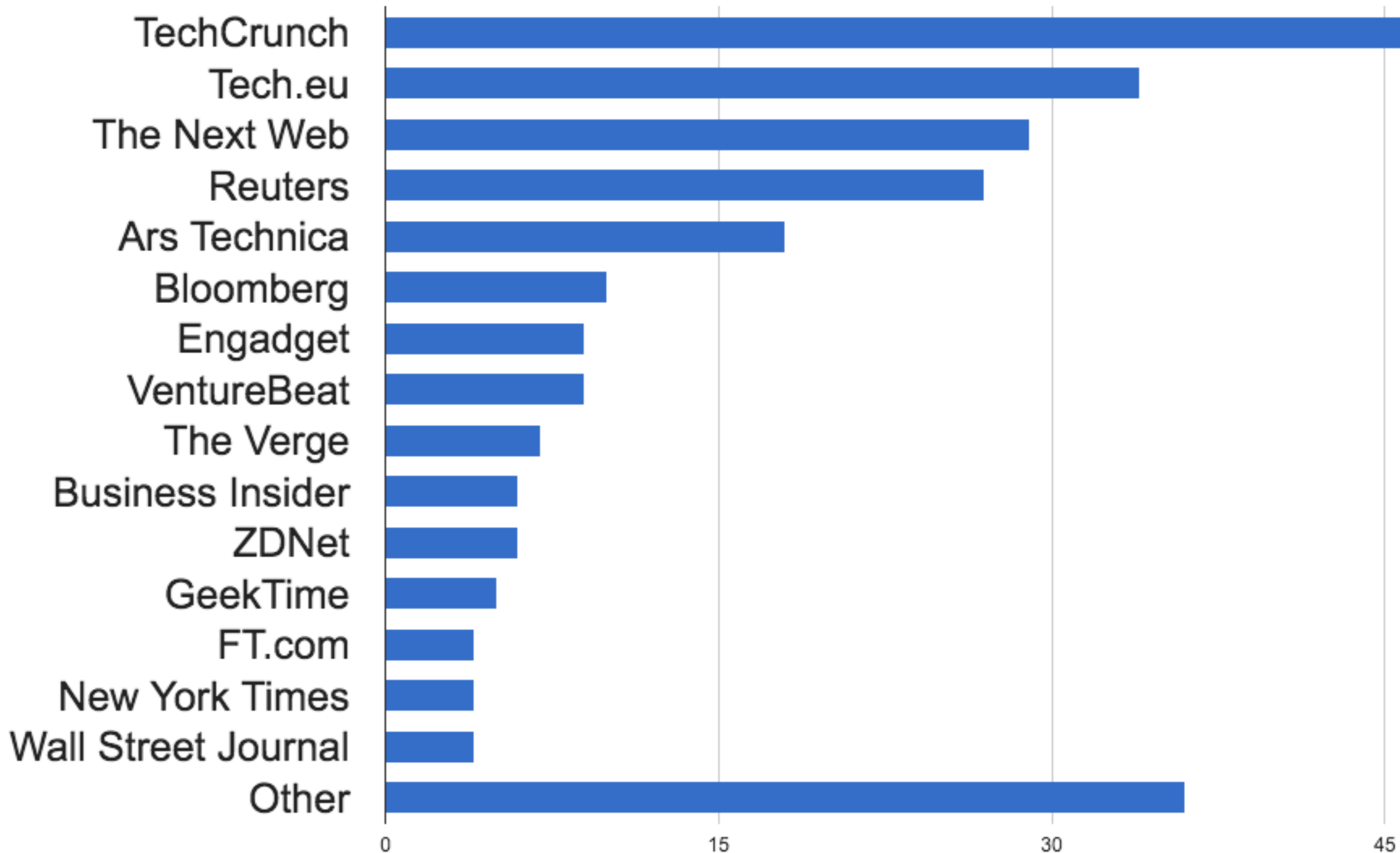
Mainstream media and CEE tech news



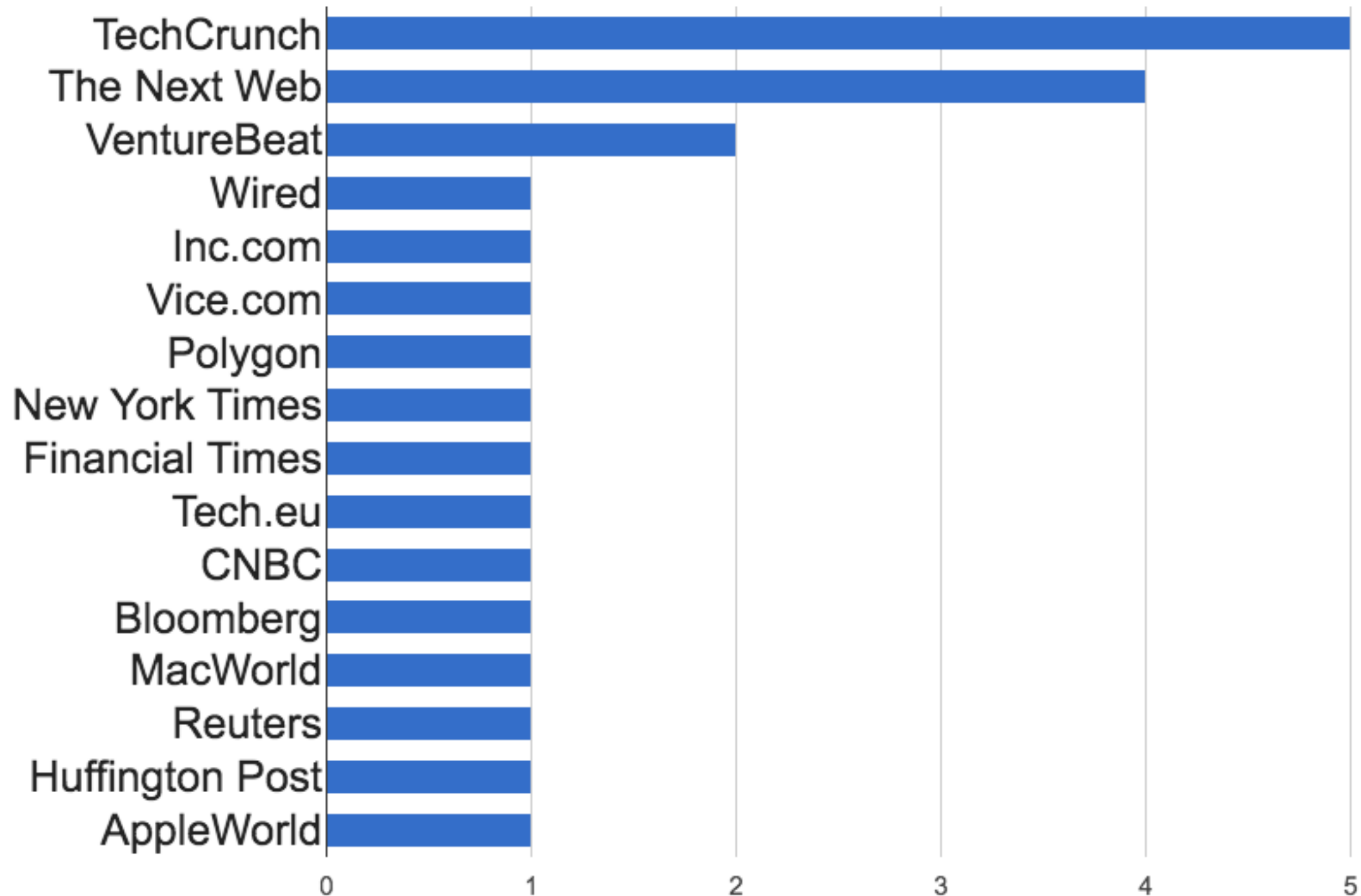
What are they writing about?



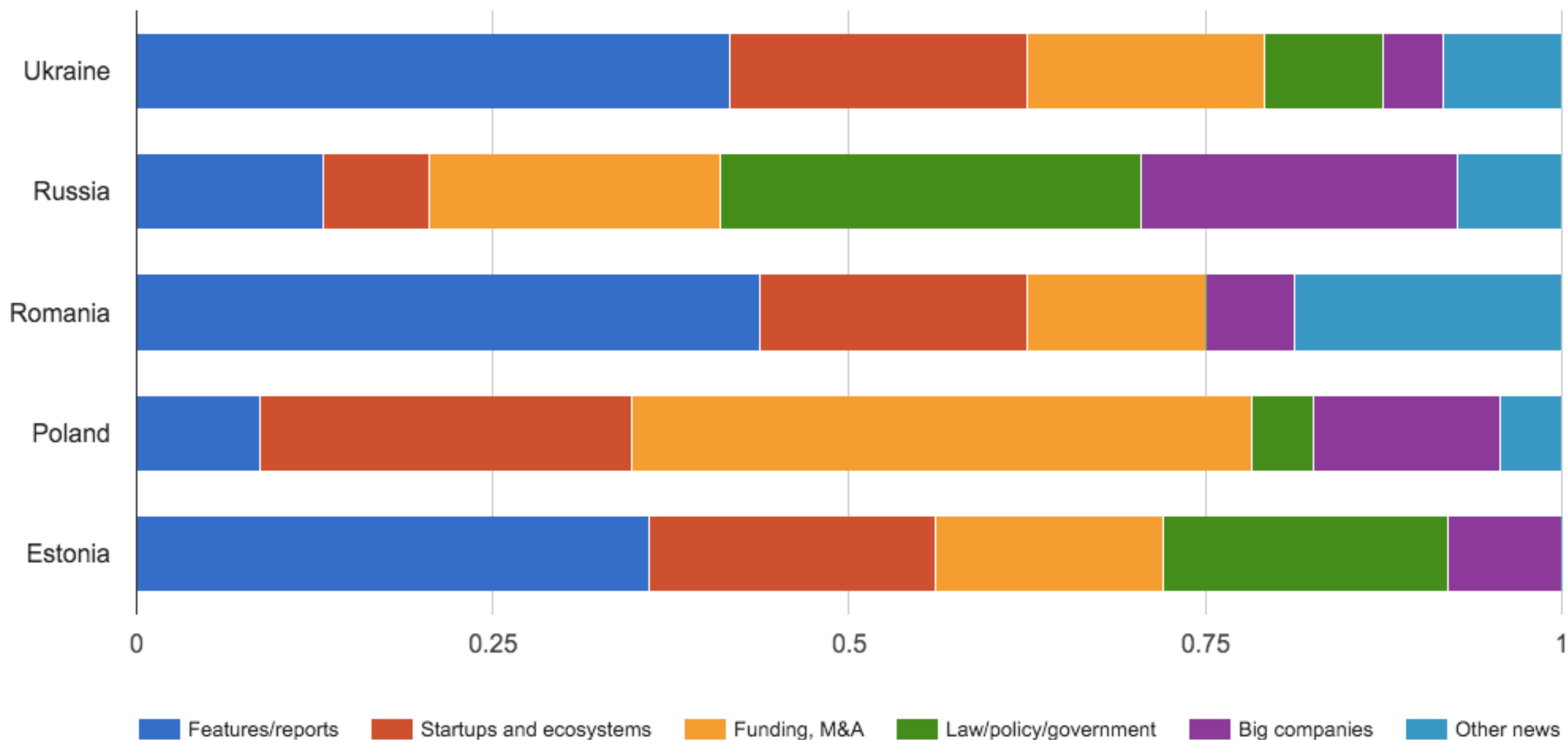
Who's interested in CEE?



Who writes about Ukraine?



What's interesting in Ukraine?



You can do better

- Typical story: a feature/report or a startup news piece covered by TechCrunch or The Next Web
- Two stories per month, really?

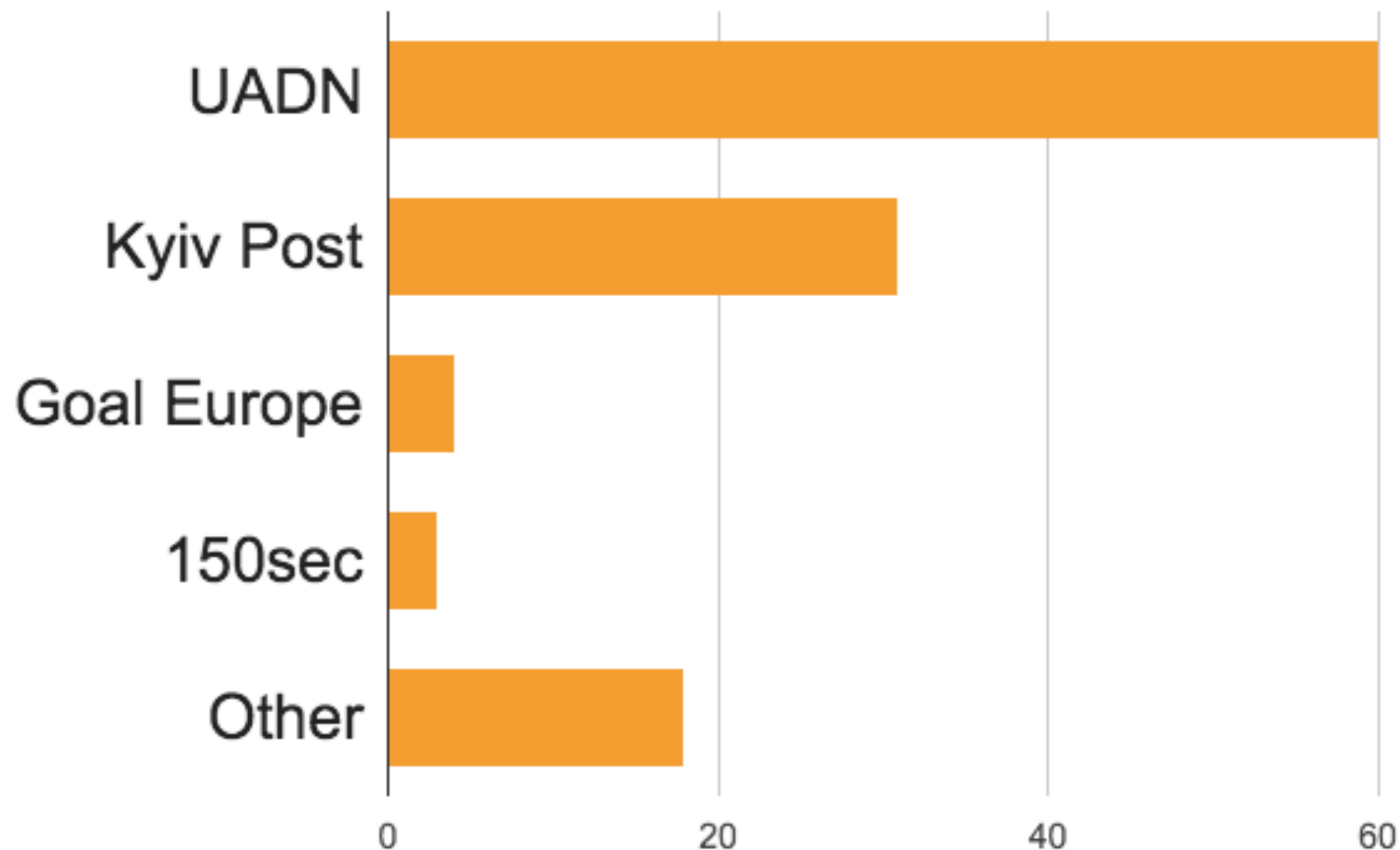
Three things to know

- Know your media
- Know your strengths
- Know your audience

Pitch away!



Niche English-language media are your friends!



Thank you!

Any questions?

andrii@proceed.to | @shlema

More data on Github soon!