

**StartupFactory, LLC**

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**FOR IMMEDIATE RELEASE****StartupFactory, LLC propels GetMeMyFiles mobile productivity application to top 250 spot at the Apple App Store**

**Oakland, Calif., 05-21-2013** – StartupFactory, LLC, a strategic communications firm specializing in early stage technology businesses, announced today that their client, NxGen Software (GetMeMyFiles), has achieved a ranking of #221 at the Apple App Store. When NxGen engaged StartupFactory in early 2013, the application was listed below the one thousand five hundred most popular category. The innovative productivity application was achieving an extremely slow adoption rate.

**New website and App Store advertising combine with Facebook Mobile advertising to drive downloads**

Following the recommendation that NxGen make significant modifications to their website, StartupFactory was engaged to rethink the GetMeMyFiles website from the ground up. “Upon our analysis, we quickly realized that the existing website was suffering from some critical problems”, stated Ms. Pepper Moore, CBDO, and director of online strategy at StartupFactory. “NxGen was using the corporate URL rather than one that identified with the product name (GetMeMyFiles). SEO was not set up according to best practices and, the website did not clearly detail how the application download process worked. We believed site visitors were abandoning the download process due to a lack of simple, easy to follow download and account initiation instructions”, added Ms. Moore.

Robert Goldberg, president of StartupFactory, LLC noted: “Many of our clients are extremely talented software engineers that often forget that their customers may not be as ‘tech savvy’ as they are. Thus, aspects of installation, troubleshooting and product use that are obvious to the developer may not be so obvious to the user. In the case of GetMeMyFiles, we were able to help mitigate this problem.”

**Facebook Mobile Download campaign and new App Store adds triangulate the effort**

StartupFactory initiated a Facebook Mobile Download campaign to correspond with the launch of the new website. This campaign pushed ads to Facebook users that enabled them to download the free application directly from the Facebook interface. StartupFactory also developed new App Store ads for iPhone and iPad. The ads once again, communicated how to establish an account and how the app would benefit the user.

**About StartupFactory, LLC**

StartupFactory, LLC ([www.startupfactory.co](http://www.startupfactory.co)) provides the strategic marketing services required by the new and early stage technology business. The company delivers sharply focused guidance specifically targeting the marketing strategy and infrastructure needed at this unique phase of business. The StartupFactory mission is to facilitate market entry using proven tools and techniques that add value to customers’ brand and create or increase market awareness.

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### **About NxGen Software, LLC**

Headquartered in Coral Springs, Florida, NxGen Software, LLC introduced their premier application entitled GetMeMyFiles in 2012. This application allows users to access, transfer and synchronize their computer content (Mac or Win) remotely, using a wide variety of mobile devices. Owing to the fact that customer files never reside on a remote (cloud) server, the application delivers mobile access to content faster and far more securely than any other file transfer and synchronization application. The application development team is led by software industry veteran Lee Rautenberg. Rautenberg is the company's technical visionary, and as a result of his development of the pcAnywhere product, Mr. Rautenberg is credited by many, as being the "father" of the PC remote control industry.

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