

StartupFactory, LLC

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FOR IMMEDIATE RELEASE

Mobile app developers partner with StartupFactory, LLC for rapid entry into highly competitive, productivity segment

Oakland, Calif., 10-31-2012 – StartupFactory, LLC, a strategic communications firm specializing in early stage technology businesses, announced today that they have entered into an agreement with Fort Lauderdale-based NxGen Software, LLC. The agreement is for a consulting engagement that includes four marketing modules that will form the foundation of NxGen's GetMeMyFiles product branding, positioning and promotional efforts.

Strategic planning for market entry

In order for NxGen Software, LLC to enjoy a seamless entry into the highly competitive mobile productivity application sector, the company agreed to employ four of StartupFactory's marketing "building blocks": PLAN Module, ID Module, PR Module and WEB Module. "As NxGen Software makes plans to bringing their GetMeMyFiles, file transfer and synchronization product to market, we will leverage our market entry experience to achieve three critical, over-arching objectives" remarked Robert Goldberg, president of StartupFactory, LLC. "First, we must identify and understand the most promising market segment(s), next, we'll define critical differentiation and accurately position NxGen's product offering, and thirdly we will begin building brand awareness among users, prospects, analysts and influential industry spokespersons." added Mr. Goldberg.

Large or small, just about every cloud / non cloud-based, online file exchange or locker service vendor is looking for ways to increase coverage deeper into existing markets and/or expand into new ones. Based on initial research and cursory competitive analysis, it is believed that NxGen Software has the technology expertise, bandwidth and product approach to establish and defend a leadership position in the growing remote file access and synchronization space. The central challenge is based on the fact that markets have been bombarded with positive messaging around existing cloud and non-cloud based solutions. A number of competitors have already been reviewed by industry analysts, and have achieved traction in the marketplace. In other words NxGen will be latecomers in a well understood market populated by established products and brands. To better position the GetMeMyFiles product, StartupFactory, LLC will provide a comprehensive market analysis and prepare a feature by feature matrix comparing the GetMeMyFiles solution to all relevant competitors.

About StartupFactory, LLC

StartupFactory, LLC (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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