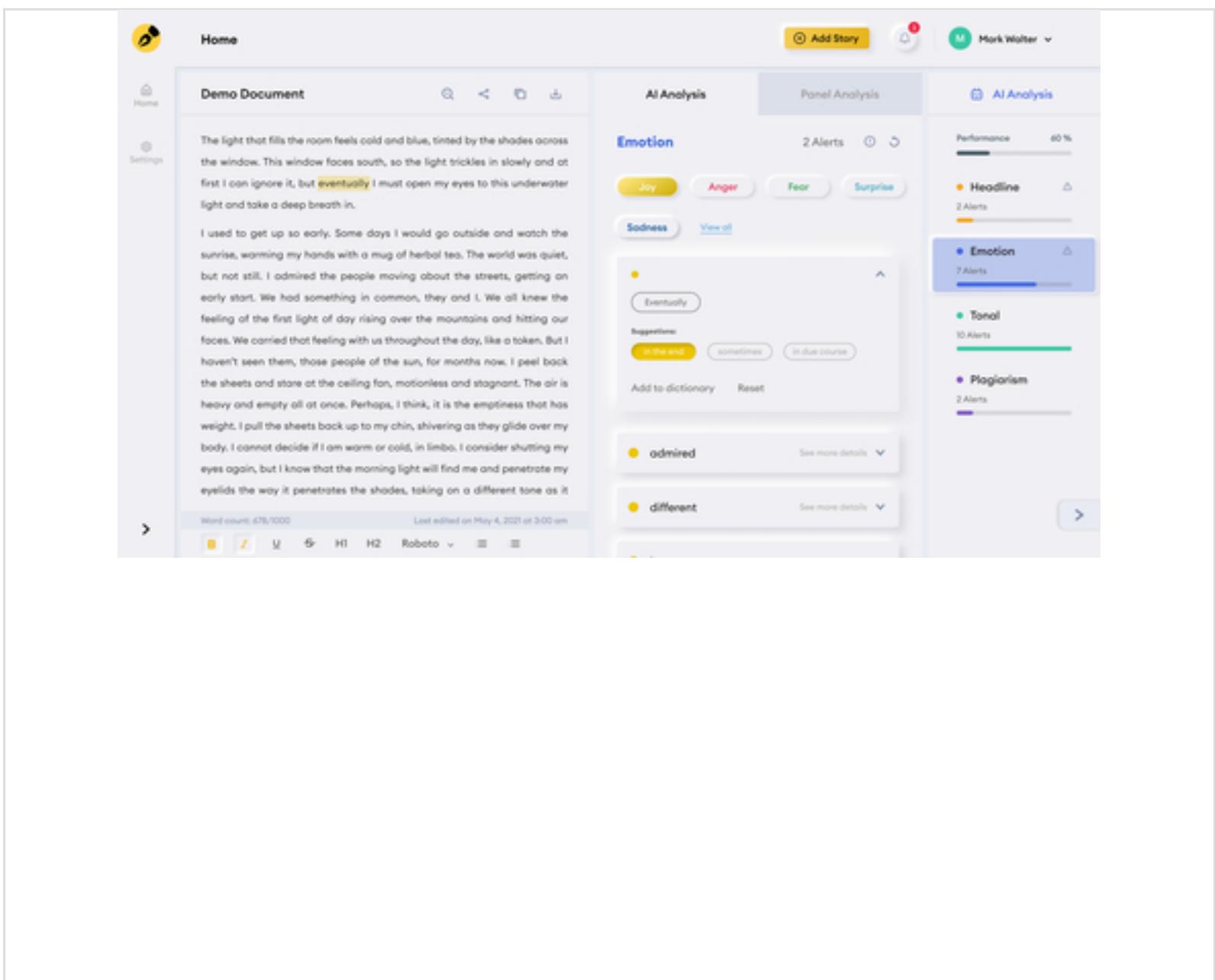




## **Instoried Closes \$10M Series A Funding Round, Secures \$200M Commitment From Global Emerging Markets Group**

*Company Plans to Further Develop its AI-Based Sentiment and Emotional Engagement Analysis and Plagiarism Detection Tool, Expand Global Marketing Efforts, Grow Executive Team*



Instoried is a user-friendly, intuitive web platform designed to help people craft empathetic and more effective written content (Graphic: Business Wire)

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LOS ANGELES--([BUSINESS WIRE](#))--[Instoried](#), a user-friendly, intuitive web platform designed to help people craft empathetic and more effective written content, has announced that it has closed its Series A funding round at \$10 million. Instoried is also pleased to announce that it has signed an agreement ("Agreement") with the Global Emerging Markets Group ("GEM"), an alternative investment group with operations in Paris, New York, and the Bahamas. Under the agreement, GEM will provide a Share Subscription Facility of up to \$200 million, to be drawn at the option of the Company.

"We're excited about the opportunity to expand our technology capabilities and reach more people where they live, directly in the applications where they create content. Oftentimes people don't consider the tone or emotion conveyed in what they're writing. Instoried helps people convey the proper tonality in everything they write from email to blogs, from marketing copy and advertising to long-form articles," said Sharmin Ali, Founder and CEO of Instoried. "We are committed to helping people communicate better with the written word. We're building the only tool you'll ever need to create empathetic, original content that will connect with your audience."

Instoried plans to use the infusion of capital to expand their global marketing efforts, primarily in the United States, and invest in its technology to add a Google Chrome extension, a WordPress plug-in, and other elements to its product portfolio. Additionally, the team has aggressive plans to grow its executive team and presence to double

down on their mission to help writers, marketing agencies, students, professionals and more to use Instoried to write more empathetic, original, and more lively content.

Instoried uses AI to help people write better original and more lively content, make messaging crisper, improve headline impact, improve empathy and tone ultimately creating a better connection with the target audience. The platform's proprietary algorithm powers a top-notch collaborative content creation tool that provides instant feedback in real-time.

The Series A funding round was led by Pritt Investment Partners and 9 Unicorns, with participation from Mumbai Angels, SOSV, Venture Catalysts Angel Fund, and others.

Instoried is actively looking to add U.S. based roles including head of sales, growth hacking, and operations.

## ABOUT INSTORIED

Instoried is committed to helping the people of the world communicate with empathy through the written word. Utilizing 30 million data points, Instoried's web-based, AI-powered platform gives content creators the ability to make their copy empathetic, crisp, and more impactful in a collaborative real-time environment. Instoried's user-friendly, intuitive interface provides instant feedback and can check and correct the usual spelling and grammar suspects, as well as ensure originality through plagiarism detection. Instoried has created the only editor writers will ever need to help deliver copy that better connects with target audiences because it strikes the right tone and conveys the proper emotions.

## Contacts

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