

MCI Capital launches a Brand Journal on Prowly

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MCI Capital has launched a Brand Journal for media on Prowly technological platform. Under MCI.Prowly.com, one will be able to find news concerning companies from portfolio companies of funds associated with MCI Capital. One of them, as a result of investment of Internet Ventures fund, is Prowly itself. The company provides solutions in SaaS business model.

MCI Capital Brand Journal primary goal is to strengthen the communication directed at English-speaking media in terms of portfolio companies, and as a result provide support in building their value. First news published on Brand Journal refer to such companies as Azimo, iZettle, Windeln and Spark Software, operating in one of the most promising market segments from MCI point of view – FinTech and e-commerce.

Prowly is a PR and Content Marketing CRM for agencies, businesses and freelancers. It lets its users create interactive press releases, articles or blog posts, post them on brand newsrooms, then distribute to the media and measure results.

MCI is one of the shareholders of Prowly via Internet Ventures fund that together with Bluerank, a digital marketing agency, **invested 4.5 million PLN in the company in January 2016.** Several thousand professionals already use Prowly, including PR team members for brands such as Deloitte Digital, IKEA, Spotify and National Geographic or Allegro.