

CLIENT CASE STUDY

FlyFin

AI-Powered Tax Filing for Freelancers & the Self-Employed

THE CHALLENGE

FlyFin had built a powerful AI + CPA tax platform that was saving freelancers and self-employed workers an average of \$7,800 on their taxes, but *the startup was unknown*. With tax season as a finite window and heavyweights like TurboTax and H&R Block dominating the conversation, FlyFin needed to rapidly build brand awareness among consumer audiences and establish credibility as a trusted, AI-first alternative.

THE APPROACH

Ignite X built FlyFin's media presence from scratch with a consumer-centric PR strategy focused on reaching freelancers and gig workers where they get their news:

- **Consumer Media Blitz:** Targeted consumer-facing news outlets and personal finance publications to reach freelancers, gig workers, and self-employed professionals directly
- **Product Launch PR:** Managed communications for the beta launch, \$8M funding round (Accel Partners-led), and FlyFin TaxGPT debut — the first GPT-4 powered tax advice engine
- **Award Submissions:** Pursued and secured prestigious industry awards to validate the AI-first approach, including Real Simple's Smart Money, US FinTech's Personal Finance Tech of the Year, AI TechAward for Best in Consumer A.I. Technology and BIG Innovation Award
- **Seasonal Tax Strategy:** Timed media outreach around tax season milestones, IRS deadlines, and gig economy trends to maximize relevance and coverage impact

THE RESULTS

0 to 1

Media Presence Built

270K+

Platform Users

4

Major Awards Won

\$8M

Funding Round (Accel)

SELECT COVERAGE

Yahoo Finance • Fox Business • ABC News • Benzinga • Real Simple • Forbes • The Information • VentureBeat • Business Insider • MSN.com • Best Life • Fintech Finance • Super Money • Boing Boing • Global Fintech Series

Beta Launch + Funding

\$8M round (Accel Partners)

First-ever media coverage

FlyFin AI Tax Wizard

First GPT-4 tax AI (2023)

AI + fintech press secured

Awards Campaign

4 major awards secured

Real Simple | Smart Money

"In a crowded fintech landscape, Ignite helped put FlyFin on the map. Carmen and her team were true partners – collaborative, reliable, and relentless in securing the kind of coverage that moved the needle for us, from Forbes to Business Insider to VentureBeat and The Information. They understood our market and what it would take to breakthrough."

— Jaideep Singh, CEO & Co-Founder, FlyFin

About FlyFin: FlyFin is the world's leading AI-powered tax filing platform for freelancers and self-employed individuals. Founded in 2020 and backed by \$8M from Accel Partners and Alpha Wave Global, the San Jose-based company combines AI

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technology with human CPA expertise to help 270,000+ users save an average of \$7,800 on their taxes. Recognized with the US FinTech Award, Real Simple Smart Money Award, and BIG Innovation Award.