

Press Release

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FastStrat™ Joins Google for Startups: Brings Enterprise Level Marketing to SMBs

OCALA, Fla.—July 31, 2025—FastStrat, a marketing platform powered by agentic and generative agents announced its acceptance into the Google for Startups program. Launching this August at Colombia Tech Week in Bogotá, FastStrat equips small- and medium-sized businesses (SMBs) and boutique marketing agencies with the most critical and challenging task in marketing—developing an annual strategic marketing plan that aligns to the company's business goals.

“This critical step, which can take a large company months and significant resources to develop, takes minutes with FastStrat. I feel privileged to share FastStrat with the businesses that would not have the time, resources or skills to create one,” said Walter Von Roestel, chief executive officer and co-founder of FastStrat.

“Too many companies fall into the trap of thinking marketing is just having social media and posting content. Unfortunately, those tactics fall short if not grounded in a deep understanding of the business, the industry, competitors, customers and markets,” he said.

FastStrat’s annual marketing plan also includes recommended strategies and tactics with KPIs for an entire year. In addition, subscribers to FastStrat can use the agents to generate content and images for digital channels, as well as to monitor performance and to recommend changes to tactics.

Google for Startups is a worldwide initiative designed to foster an inclusive ecosystem of founders. Around the world many founders face barriers to capital and community. Google for Startups is committed to overcoming these challenges by offering accelerator programs, coworking spaces, one-on-one mentorships, technical support, and introductions to potential investors and strategic partners.

“Being part of Google for Startups not only validates our mission but also plugs us into a global community committed to helping founders thrive,” Von Roestel said.

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FastStrat will use Google for Startups' resources to scale its AI infrastructure, accelerate its product roadmap and grow its business.

Key Highlights of FastStrat's AI Marketing Platform include:

- **Agent-Powered Strategy Generation:** Users have a natural conversation with the AI agents. The agents then collaborate with each other to produce comprehensive multi-channel marketing plans in minutes.
- **Democratized Access:** FastStrat brings the process of enterprise-level marketing planning to SMBs and boutique agencies, allowing marketing teams to work faster and more effectively, agencies to service their clients better and solopreneurs to free up their time to focus on operations and customer service.
- **Real-Time Optimization:** Continuous data-driven refinements ensure campaigns adapt dynamically to achieve performance metrics.

About FastStrat

Headquartered in Ocala, Fla., FastStrat is the first AI marketing platform that helps companies build an annual marketing plan year-over year, leading to improved campaign performance and measurable growth. The platform uses advanced AI agents—agentic and generative—capable of independent decision-making and content creation. The process involves in-depth research resulting in Marketing strategies and tactics tailored to the organization's specific goals and marketing needs.

After its initial launch in Bogota, Colombia, FastStrat plans to expand globally starting with LATAM and the United States. Its mission is to democratize marketing for SMBs by automating the creation, execution, and optimization of tailored marketing strategies. A remote-first, global company, its two initial founders, Tania Graves and Walter Von Roestel, live in the United States and Colombia, respectively. For more information, visit www.faststrat.ai

About Google for Startups

Google for Startups connects founders with the people, technology, and best practices they need to succeed. From accelerator programs and coworking spaces to one-on-one mentorship, Google for Startups is committed to fostering a global startup community for everyone. Learn more at startup.google.com

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