

## Marketing, Messaging & Pitching

This service package offers strategies for designing a market driven marketing program, creation of effective messages and pitches for both investors and key stakeholders. The service pack will review existing programs and collateral material to create strategically successful programs and develop key, targeted messages that can be used across all platforms. The messaging and pitches will be custom designed to raise awareness, promote brand awareness and secure the necessary funding to compete in an often-crowded marketplace.

Up to 12,500kr (value 50,000kr)

Duration:~4-5 weeks

Delivered by Aleap AS in collaboration with selected marketing experts

Send email to [info@aleap.no](mailto:info@aleap.no) for ordering this package

# Aleap Marketing, Messages & Pitching

NATIONAL HEALTH CONSORTIUM SERVICE PACKAGE



**Aleap**  
for health startups

# WHY MARKETING, MESSAGING & PITCHING?

A clear marketing plan with clearly defined target audience and messaging will keep both potential and existing customers engaged. It also helps your company to set clear, realistic and measurable objectives to achieve marketing and sales success.

One of the key outcomes of a successful marketing plan is message development. The messages will reflect the information you want your audience to hear, understand and remember. The messages should also be designed to help develop a fully engaged relationship with prospective customers and nurture existing ones.

Pitches are a number of things: The gateway to securing funds for your business expansion or kick start your start up; they convey knowledge of your target market and your value proposition; your competitive differentiators and the uniqueness of your idea and approach to solving a critical pain in the market. All of these are necessary while being compelling, practical and brief. The goal of the program will be to review and help create pitches that incorporate all the critical components while being compelling, practical and brief.

As we review and create plans, messages and pitches we will also look at the collateral material the company has created and future needs to ensure that the key messages are incorporated throughout.

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# MARKETING & PITCH PROGRAM

## Scoping Workshop

### Scoping the Program

Key elements:

- Review existing marketing programs and efforts
- Desired marketing impact
- Short- and long-term business goals

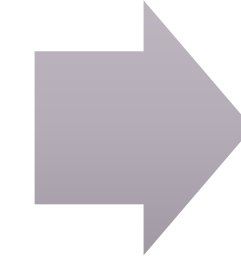


## Company Review

### Company Deep Dive

Key elements:

- Business review
- Strategic plans
- Target markets and customers personas



## Creation

### Pitches & Collateral Material

Key elements:

- Upcoming pitching opportunities
- Collateral material needs
- Pitch creation
- Collateral creation

### Sample activities and timelines

#### Weeks 1-2

- Review marketing efforts
- Review existing collateral & presentation material
- Get to speed with existing products and services

#### Weeks 3

- Identify key elements of marketing plan and needs
- Develop target personas
- Review key messages for products and company

#### Weeks 4-5

- Understanding current pitch and collateral needs and the intended audiences .
- Review existing pitches and collateral material
- Revising existing pitches or create new pitches for key audiences
- Help with revisions or creation of collateral material



# PHASE 1: COMPANY REVIEW

The first phase consists of a 1.5-2 hour workshop between the company and Aleap to define the key marketing goals for the company. The workshop is also designed to understand the needs and direction of the company and how to achieve the marketing and sales goals.

The company will be expected to share any relevant background information about their technology, market and marketing objectives and goals prior to the workshop.

During the workshop it is expected that the company will present their technology and key milestones and projected milestones. There will also be a review of all existing collateral and presentation material and understanding of the future needs for both.

At the conclusion of this phase Aleap will be able to develop a plan to achieve the goals and objectives of the company.

Effort:

~2 hrs by company (including preparation for workshop)

~10 hrs by Aleap (including preparation for workshop)



## PHASE 2: MARKETING MESSAGES & PERSONAS

With the background knowledge provided during the first phase, Aleap will then review with the company the key elements of the marketing plan including competition, product, and the existing marketing processes.

The goal is to understand the key personas and the messages that will resonated with those personas. In addition we will assist in the development of additional messages for other audiences like investors. These messages will help guide clear and consistent frames of reference as the company develops their sales and marketing strategies.

Discussion: The key messages are meant to help accomplish the most important function of a company, to make a sale and to raise capital. We give you the tools to create and advance your messages as the company and markets change.

### Effort:

~6 hrs by company (review and approval of plans)

~20 hrs by Aleap



# PHASE 3: MESSAGING AND PITCHING

With the messages frame-work created during the second phase, these key messages and personas will be used against the upcoming pitching opportunities and the supporting collateral materials needed. The pitches are created by conveying knowledge of the target market, the value proposition, competitive differentiators, the uniqueness of the idea and how that combination and approach solves a critical pain in the market. The real art to the pitch and its content, is to keep it compelling, practical and brief.

Aleap will work with the company to review, revise or create collateral material for the key audience in a collaborative approach. The collateral material created is for today's and future needs while ensuring the right key messages are incorporated regardless of the platform.

Effort:

~ 4 hrs by company

~ 20 hrs by Aleap





# RESPONSIBILITIES, DELIVERABLES & INVESTMENT

Aleap will manage the end to end delivery of the marketing program. This includes:

- Overall project management including weekly meeting updates
- Management interviews
- Identification of key marketing messages
- Understanding current pitch and collateral needs and the intended audiences

Companies will be expected to:

- Share background materials and provide guidance on desired marketing and sales goals
- Timely review and approval of the documents
- Review of the final pitches and collateral material

Deliverables from this program includes:

- An executive summary of target personas and relevant key messages
- Reviewed, revised or new pitches and collateral material

## Investment:

Marketing, Messaging & Pitching program: up to 12,500 NOK (Value 50,000 NOK)





# PRACTICALITIES

## **Confidentiality**

We understand that protecting your idea is critical to your business, so we'll ensure that everyone involved in the support of your company through this program is covered by a confidentiality agreement.

## **Meet up in person**

In order to get the most out of this program we expect that companies meet in person at the ALEAP incubator at the Oslo Science Park.

## **Allocate time**

Your success in this program is dependent on the effort that you put into it. Your input and approval of materials at all stages is required in order to keep the program moving forward.

## **Engage resources**

As you complete the program be sure to reach out to your network. Incorporating numerous and ideally differing perspectives to inform your research objectives and goals will be invaluable.

Reach out to the ALEAP team if you have any questions about the process.

Want to learn more?



[info@aleap.no](mailto:info@aleap.no)

<http://www.aleap.no>