

The Startup Launch Playbook

Our playbook provides a structured, actionable framework to transform your vision into market impact. It distils years of expertise into clear steps, empowering founders, NGOs, and D2C brands to achieve rapid, measurable results. This is your essential guide to navigating the complexities of launch with confidence.



From idea to impact in 30–45 days

This playbook provides a rapid pathway to marry creative storytelling with powerful brand positioning and flawless execution. We leverage custom AI solutions to catalyze business efficiencies from the outset, solving common launch challenges.

For a recent client, we transformed their market presence by refining their brand narrative and implementing custom AI solutions to streamline their go-to-market strategy. This resulted in a significantly faster launch cycle and a 25% increase in initial engagement within just 35 days.

1

Clarify: define your core vision and target market.

2

Plan: strategize your execution for maximum impact.

3

Launch: execute with precision and accelerate growth.

**Strategy.
Simplified.**

What's inside? The four building blocks:



Brand positioning & narrative

Example: For a D2C aromatherapy brand, we positioned it as "European luxury meets Indian wellness" — a space no competitor owned.



Go-to-market strategy

Example: For a ladies' fashion wear D2C brand, we built a conversion-driven funnel (Shopify + targeted campaigns) that increased purchase intent by 18% in the first month.



Founder story development

Example: For an NGO in healthcare, we reframed their founder story from "charity" to "building an ecosystem of rural women entrepreneurs", resulting in a successful donor pitch.



Launch campaign framework

Example: For a standalone food brand launch, we developed a pre-launch sampling drive + digital storytelling plan, leading to their first 500 online orders in 30 days.

Timeline "30–45 days to go live."

1

Week 1–2: Diagnose + Define

Example: For an IT services firm, we audited competitors and repositioned them as "the tech partner who delivers certainty in high-risk projects."

2

Week 3–4: Build

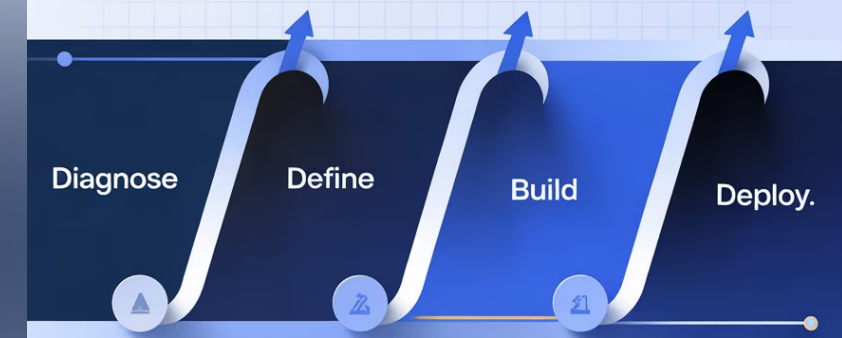
Example: For a D2C food brand, we defined visual identity, tagline, and social content hooks for launch.

3

Week 5–6: Deploy

Example: For a B2B equipment company, we built a launch kit — microsite, dealer presentation, and targeted LinkedIn ads.

Roadmap to success



Why this works

Fast & focused

Proven results in food, D2C, NGO, and B2B sectors.

Story-first

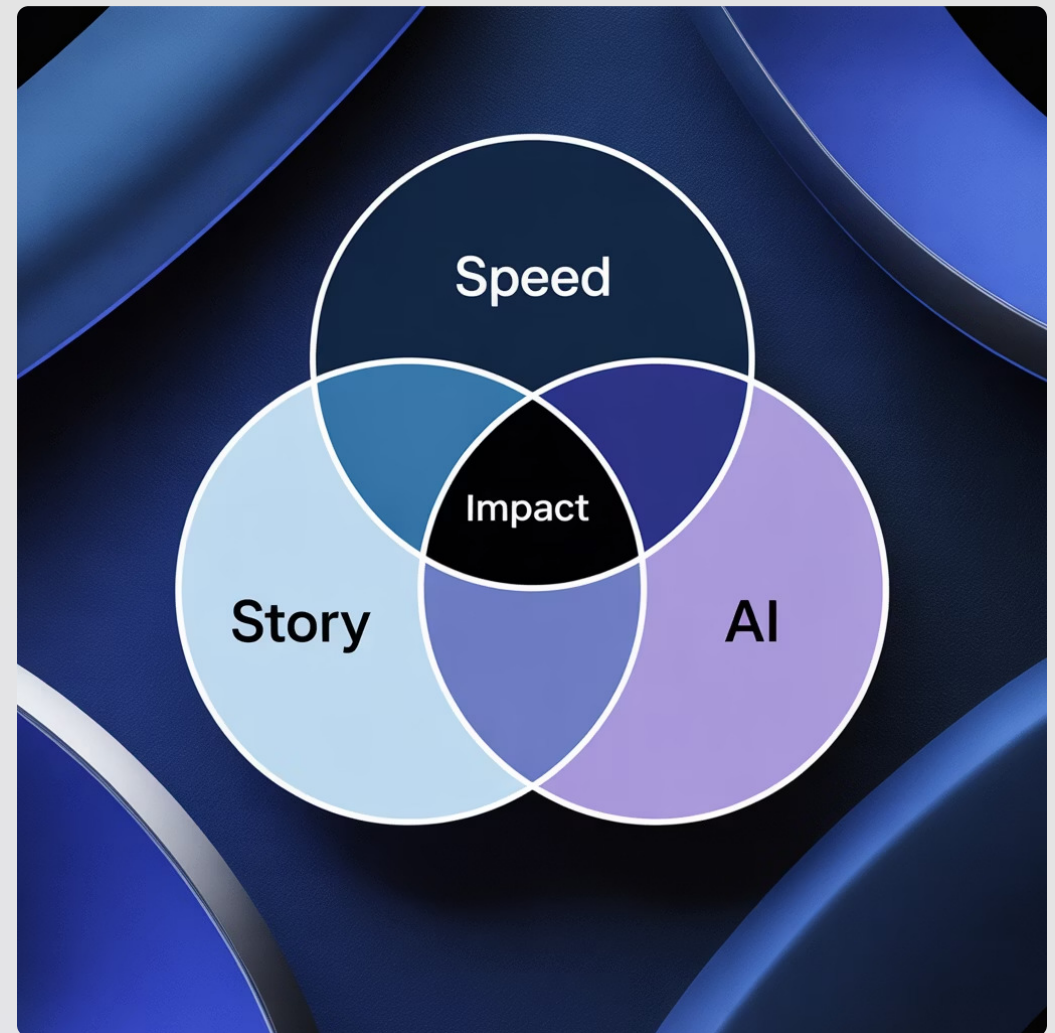
Investors and customers connect to clear narratives.

AI-enhanced

Insight mining, narrative testing, and campaign optimization.

Hands-on

I don't deliver a deck — I build and oversee execution.



Example: For a D2C personal care brand, we rebuilt their Shopify site with a conversion-focused design and improved their ad ROI by 22% in 45 days.



Deliverables



Positioning statement + narrative architecture

Example: for a standalone food brand, we crafted "Pure food, honest origins" as their core narrative.



Founder pitch story

Example: developed a pitch deck+ key metrics framework + a 3-minute community inspiring theme song for a rural healthcare NGO.



Go-to-market blueprint

Example: built an AI-powered market + content analysis for a D2C brand's UK expansion.



Launch campaign framework

Example: created ad templates, social content grids, and a story-driven email sequence for a D2C aromatherapy launch.