

XYZ Company

Positioning

Materials & Messaging

(SAMPLE)

Positioning translates insights from Discovery into an **investor-ready communications toolkit**. This step ensures your story resonates with the right investors, clearly demonstrates traction and differentiation, and positions your company as a compelling investment opportunity.

Intent

To refine your company's **story, messaging, and proof points** so you can present confidently to investors and anticipate tough questions, with polished materials that show both readiness and momentum.

Key Focus Areas

- **Narrative & Storytelling Refinement:** Craft a concise, compelling storyline that highlights your mission, market, traction, and vision in a way that resonates with investors.
- **Investor-Focused Materials:** Revise your **master pitch deck** plus 1–2 custom versions for different investor profiles (e.g., early-stage VC, strategic investor) and a **one-pager** to quickly grab attention.
- **Data Room Design:** Create an index and folder structure for financial statements, corporate documents, IP filings, technical roadmaps, product demos, and GTM plans to expedite diligence.
- **Proof Assets:** Showcase traction highlights, metrics, case studies, roadmap clarity, and competitive advantages to back up your story.
- **Investor-Specific Positioning:** Adapt messaging, valuation framing, and materials to align with each investor's portfolio focus and decision-making style.
- **Market Positioning:** Clearly define your category, competitive landscape, and “why now” factors to demonstrate opportunity scale and timing.

Deliverables

- **Master Pitch Deck** plus 1–2 **custom decks** by investor type
- **One-Pager** and **Teaser Email** for initial outreach
- **Data Room Structure & Checklist** for diligence preparation
- **Founder Q&A Library:** Prepared responses to 20+ frequently asked investor questions
- **Brand Messaging Framework:** A concise guide to positioning statements and talking points

This stage transforms your materials into a **polished, confident package** that makes you investor-ready and accelerates due diligence.