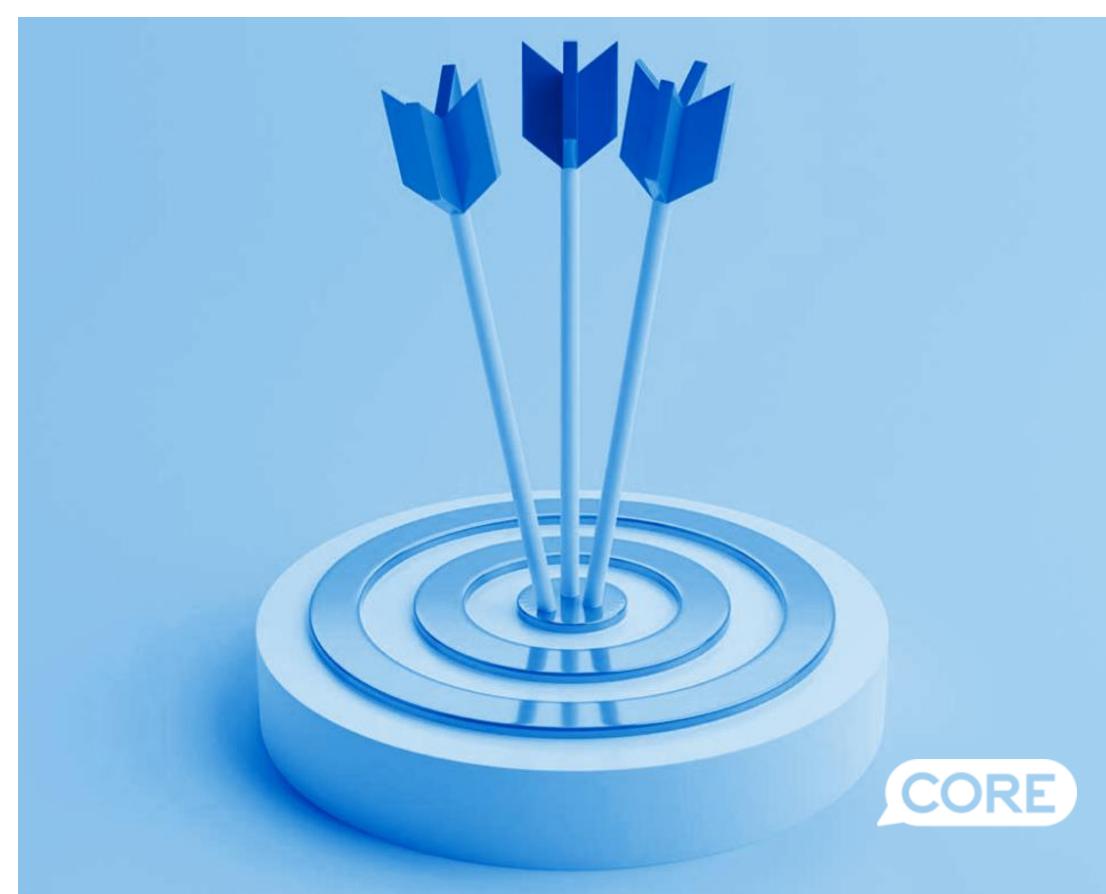
Let's Talk Success How TTOs Help Academic Startups Communicate to Win







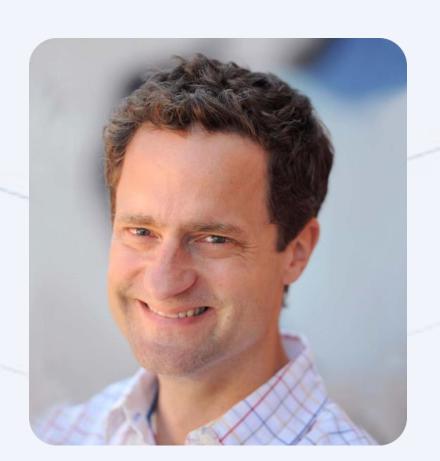
otto@ottopohl.com



I help startups tell their story better.

Background

- I Journalist: NYT, IHT, WSJ, New York Magazine, Scientific American etc. Fulbright scholarship, Pew Fellowship, UN award.
- Entrepreneur: 4 companies co-founded, 3 exits
- Head of Communications for several startups, now consultant & mentor
- Cornell, Stanford GSB, USC Annenberg



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02 Website Fundamentals

03 Practical Advice

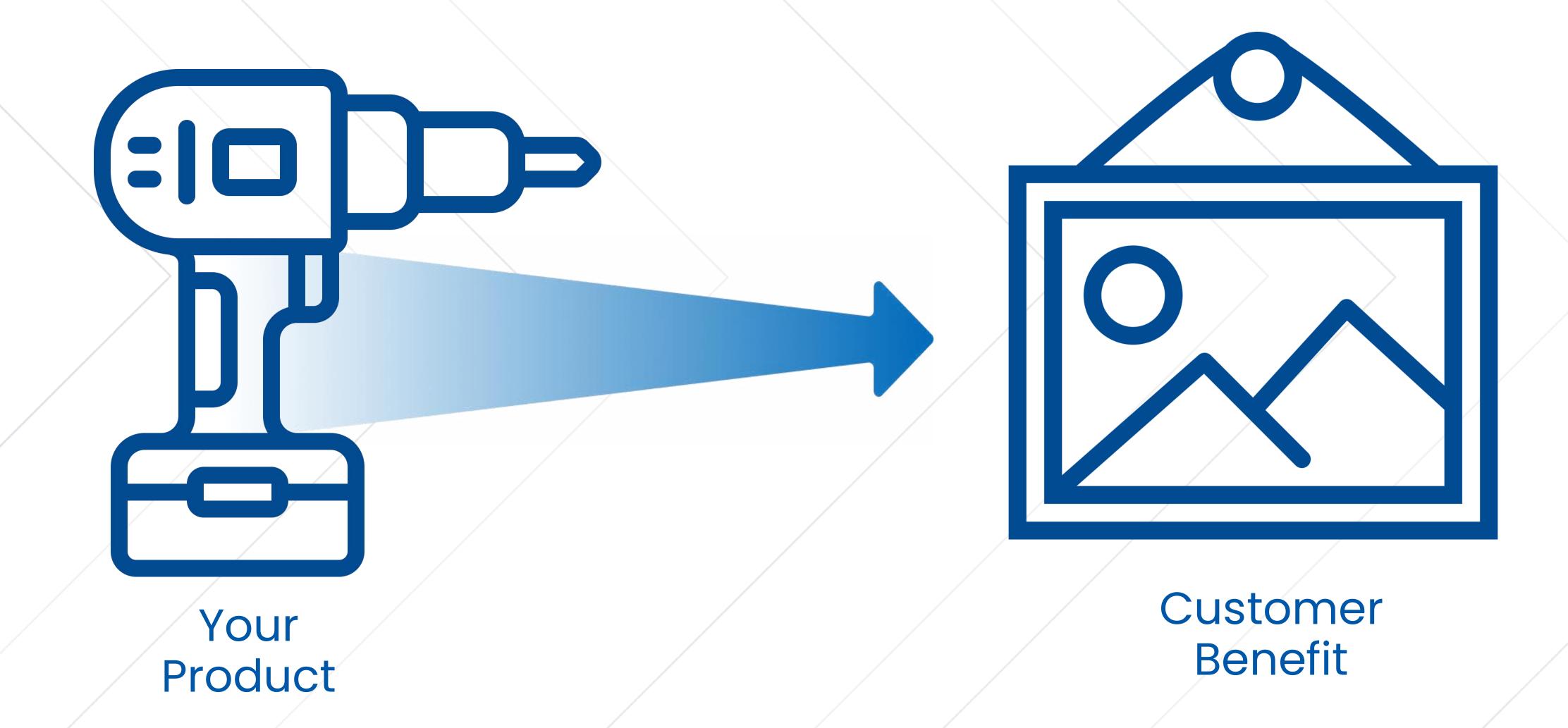


I need to get the word out!

The Evolution of a Startup (Or Licensing Deal)

Formation Internal) Idea Research Founders Success Impact Profit Size Growth Investors External > Customers Hires Industry

Shift #1: The Customer is the Center of Your Universe



Shift #2: Customer-Centric Storytelling

Academia Values

- Precision of Terms
- Limit of Statements
- Mighlighting Unknowns
- No Editorialization
- Tentative Conclusions

Business Values

- Big Picture
- © Certainty
- Story
- Clarity
- Enlisting Followers

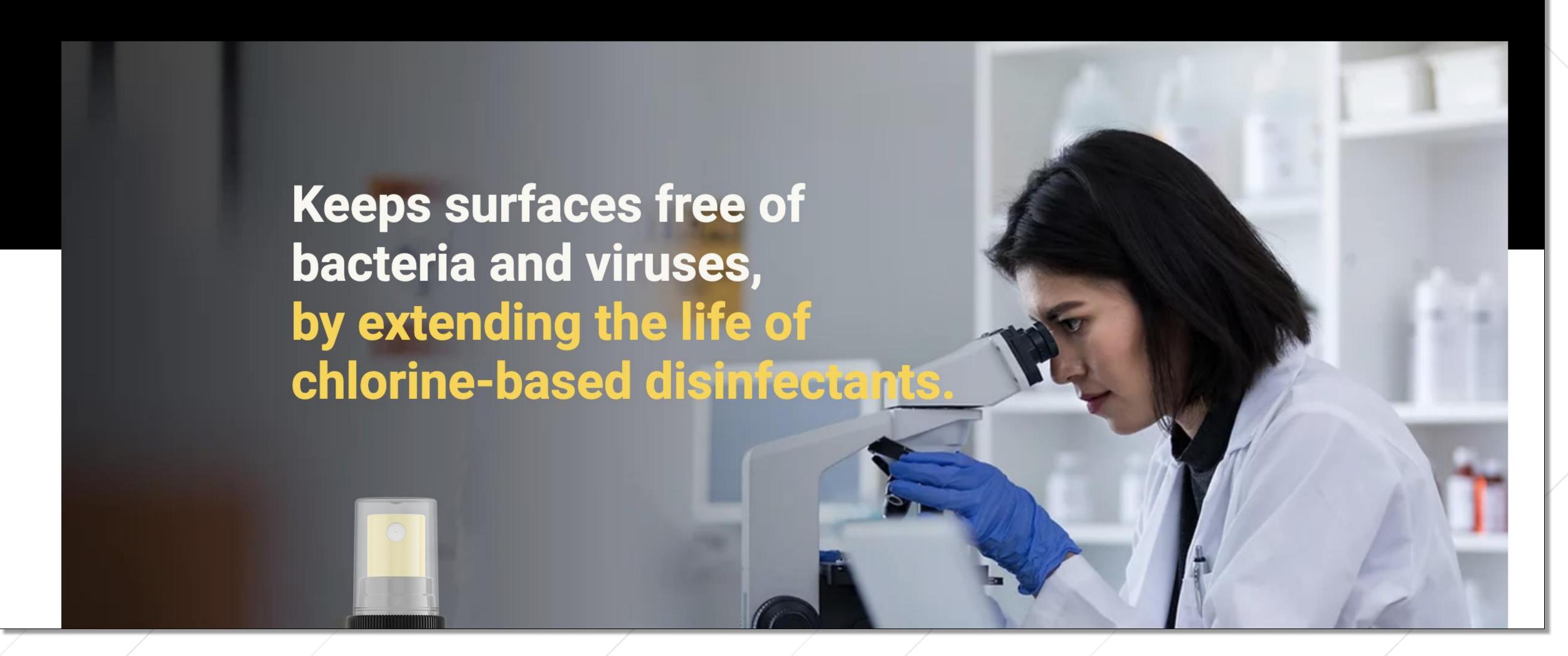






halomine

OME ABOUT HALOMINE TECHNOLOGY OUR PRODUCTS CONTACT NEWS PRESS KIT

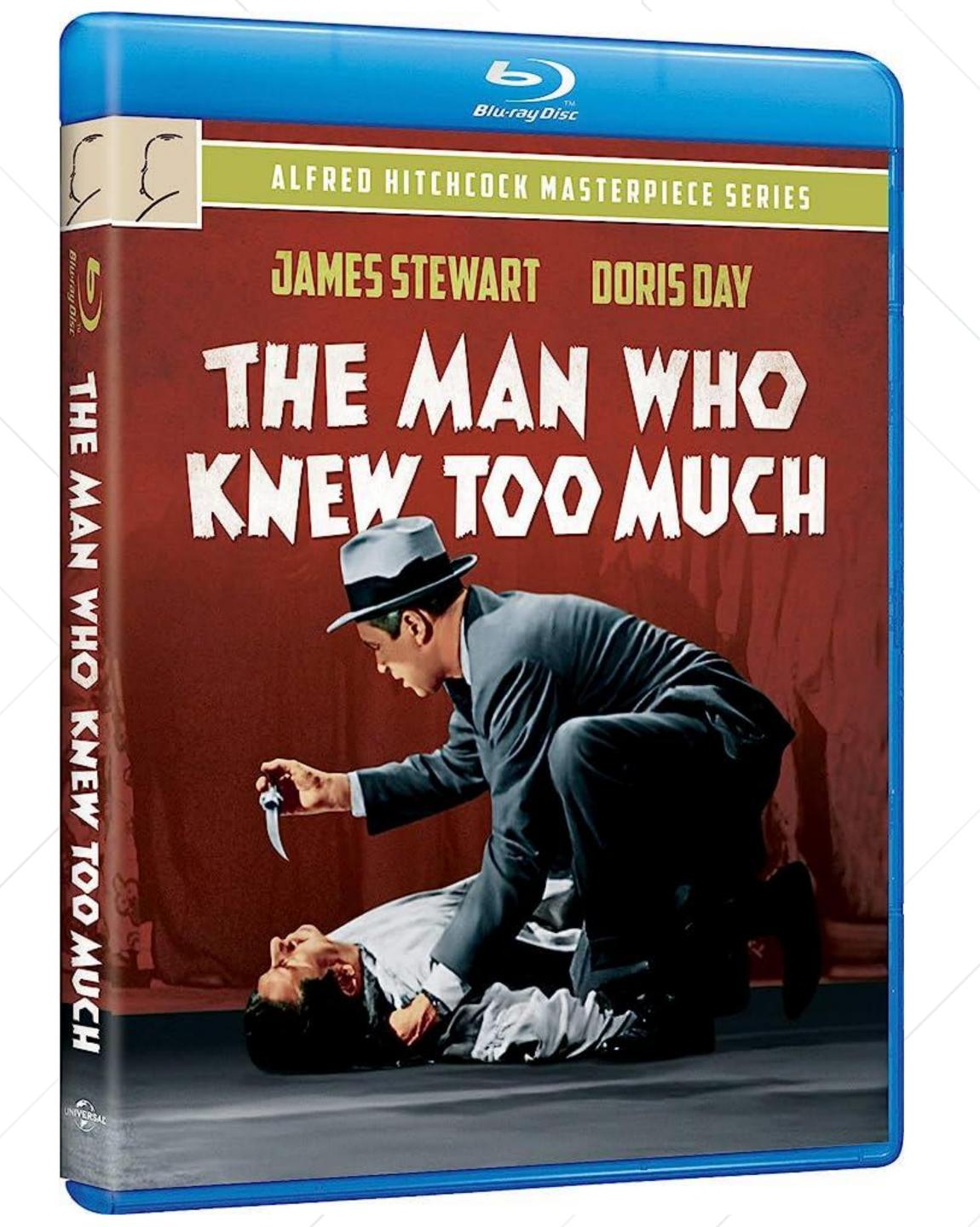




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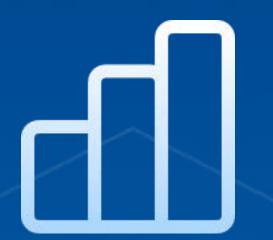


AIM Framework

Audience

ntent

Message



Communications

s Strategy



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03 Practical Advice



The Customer Funnel

1 Market / Roadmap Fit

2 Benefits Clarity

3 Sales Funnel Definition

Customer conversion

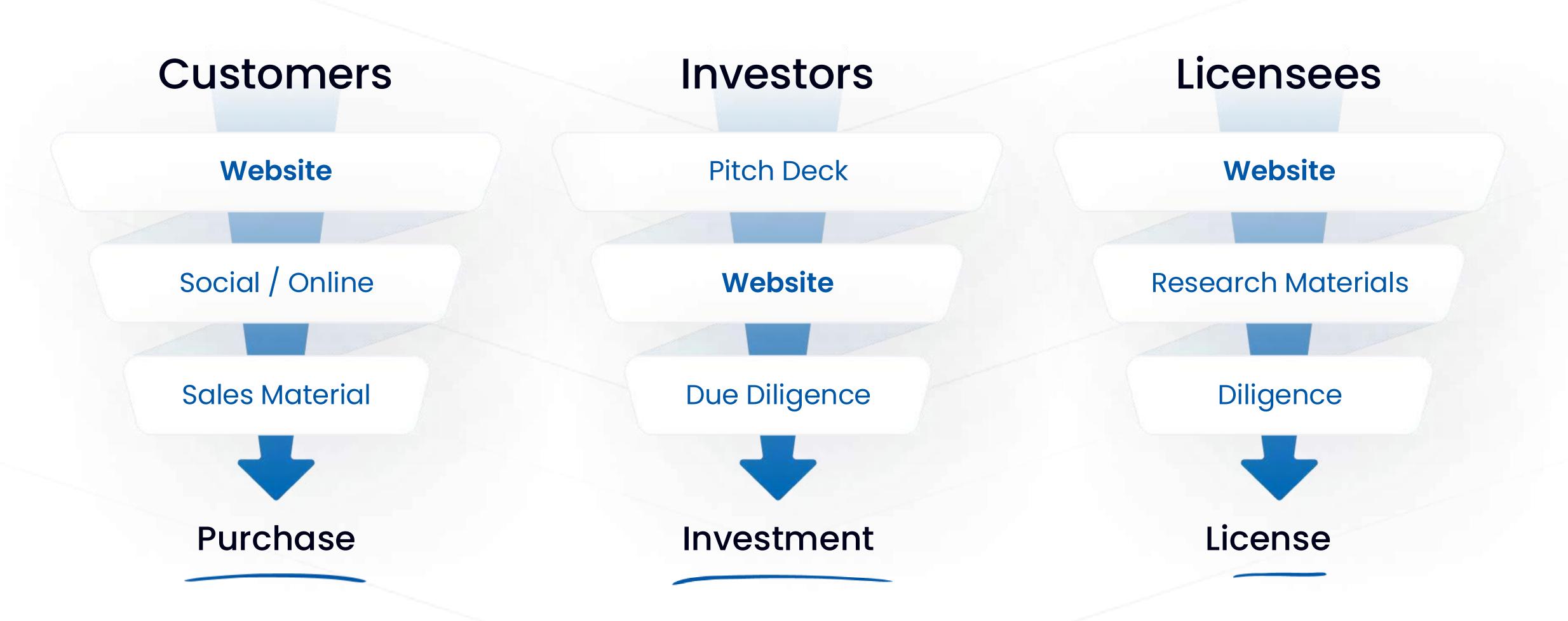
PR (& Marketing)

Website

Social Media / Online Corroboration

Sales Enablement Materials

Every External Audience Has a Funnel



Website Starter Rules - General

- Clarify target audiences
- Provide clear information, social proof, and next step for each
- Top benefit and social proof on front page above the fold
- Everything geared towards ACTION

Website Starter Rules – Home Page

- Title: Explain the value you provide
- Subtitle: Explain how you create that value
- Imagery: Let the visitor visualize it
- Social Proof: Make it believable
- © CTA: Make taking the next step easy

RELAYTO [M]

Examples

Solutions ▼

Resources v

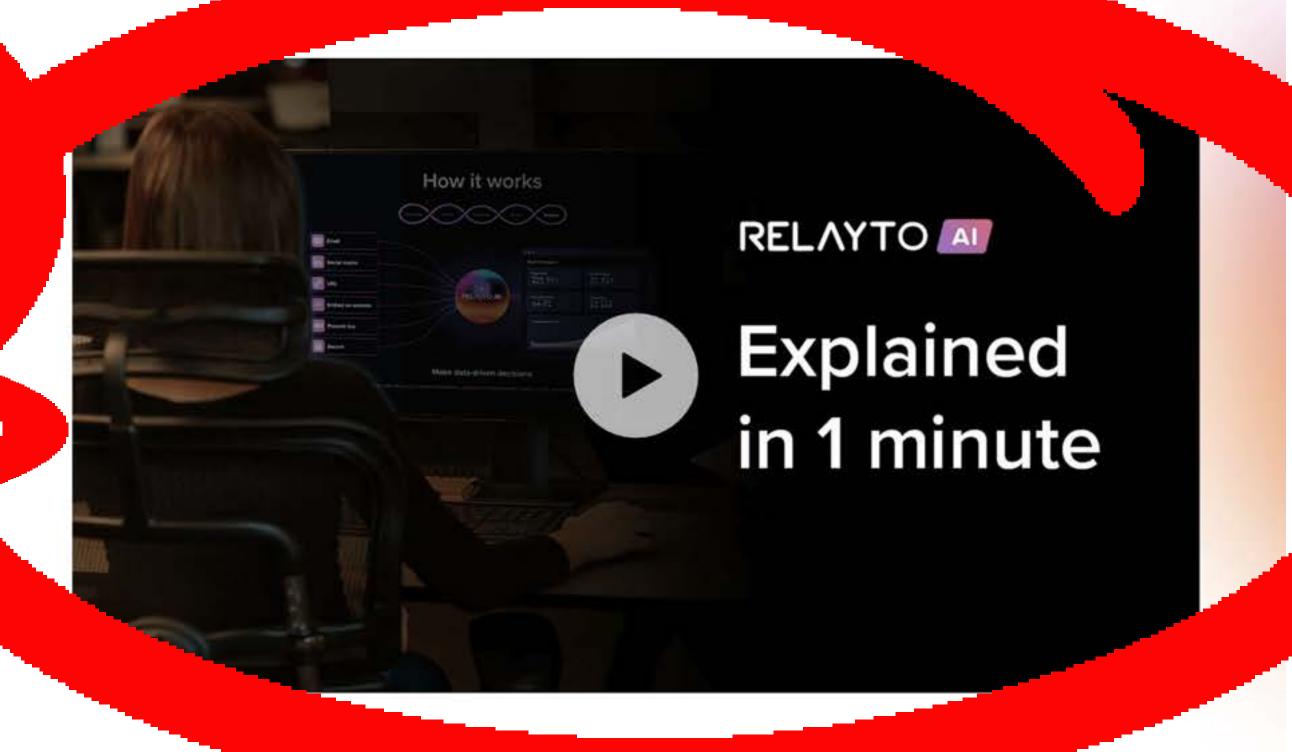
Pricing

About us

Turn your content into revenue

RELAYTO, your all-in-one Al powered platform to transf lish and analyze your PDFs & b

Request a demo



Trusted by the world's leading organizations





















OUR AVERAGE CHATBOT

MORE PIPELINE-DRIVING CONVERSATIONS,

LESS WORK

throughout the customer journey.

Get A Demo

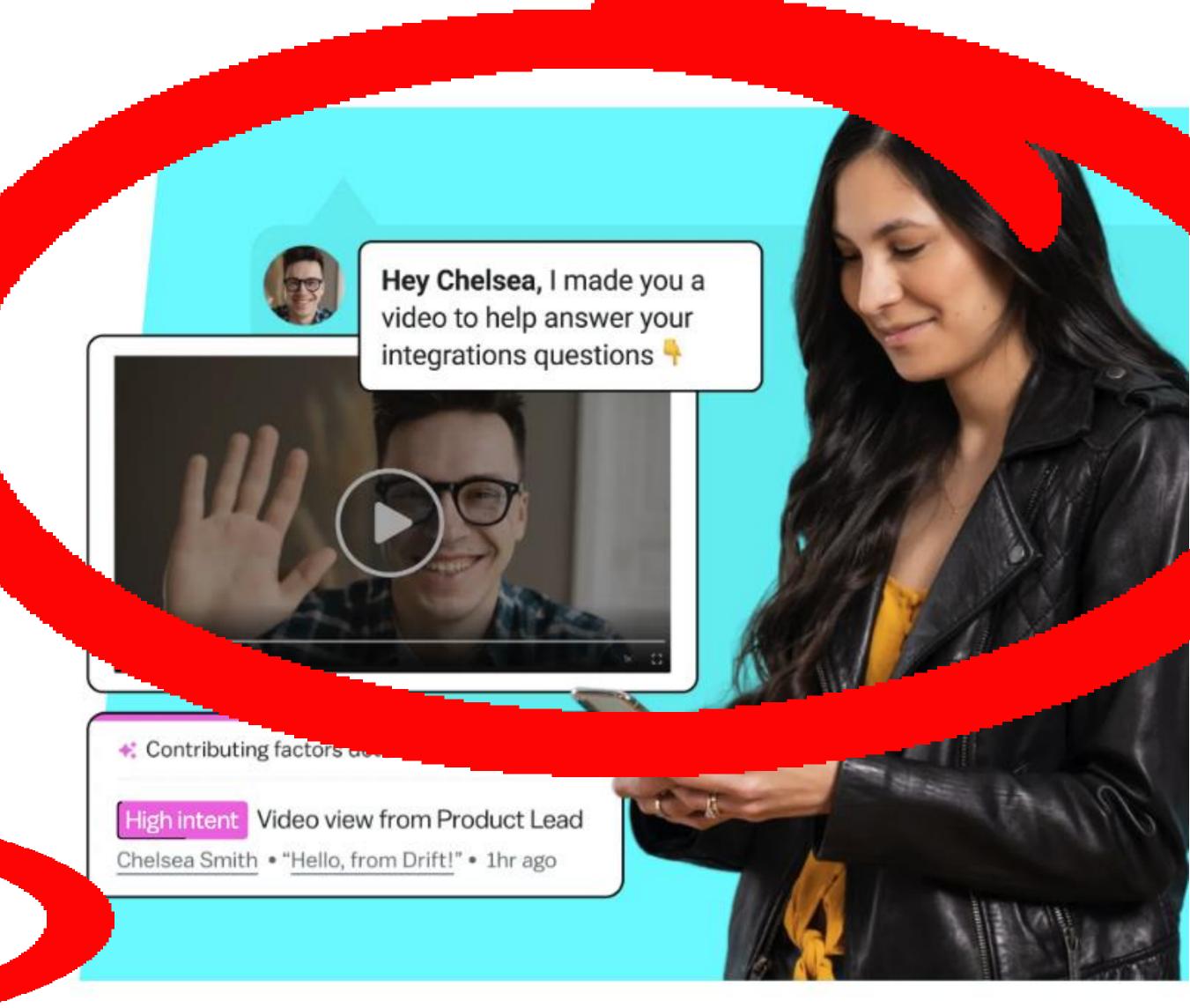
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The Narrative Triangle

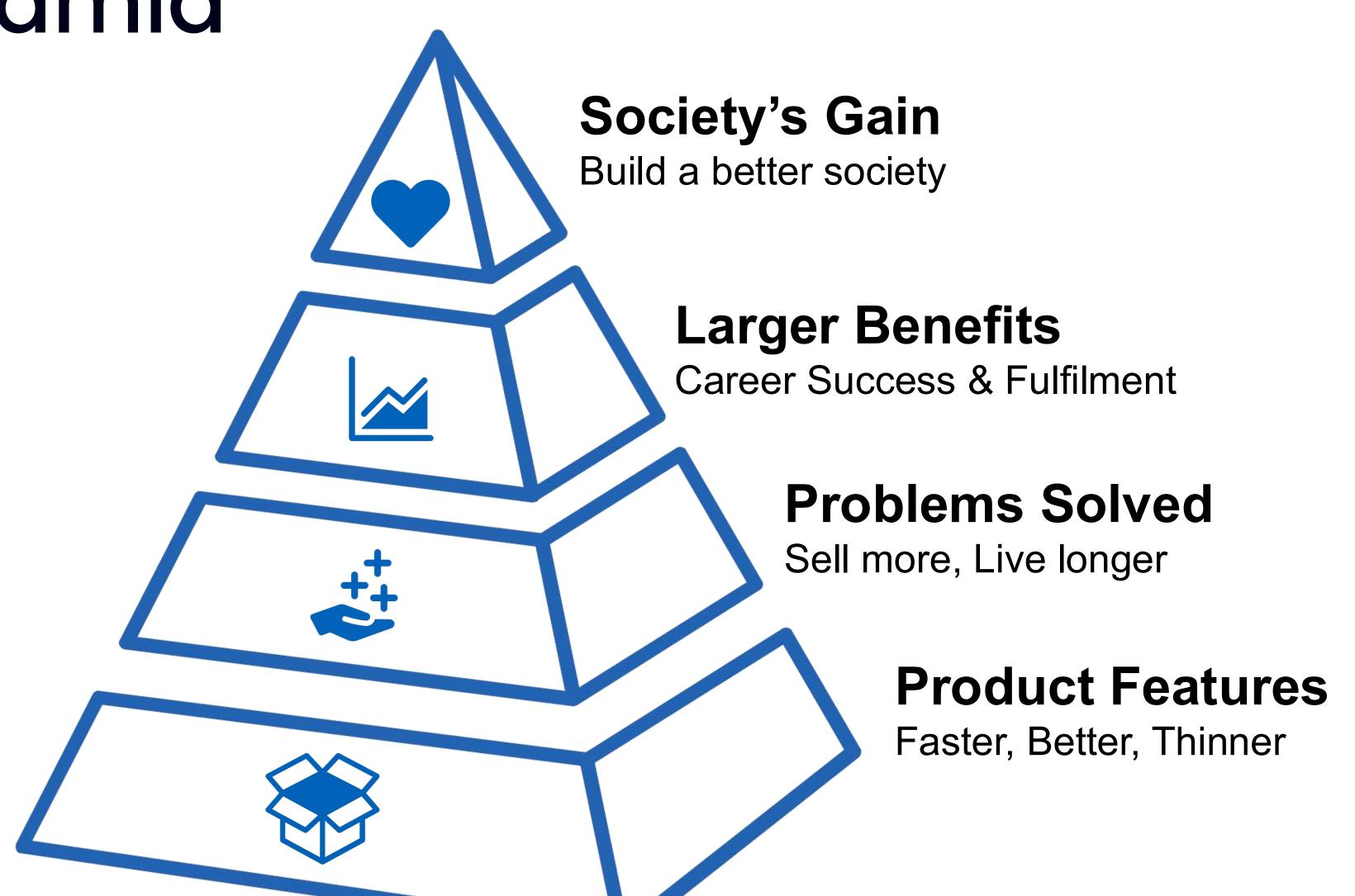
Customer Solution Here's **how** we improve our customers' lives

Let others tell you about the impact
Social
Proof

Here's why we're doing it

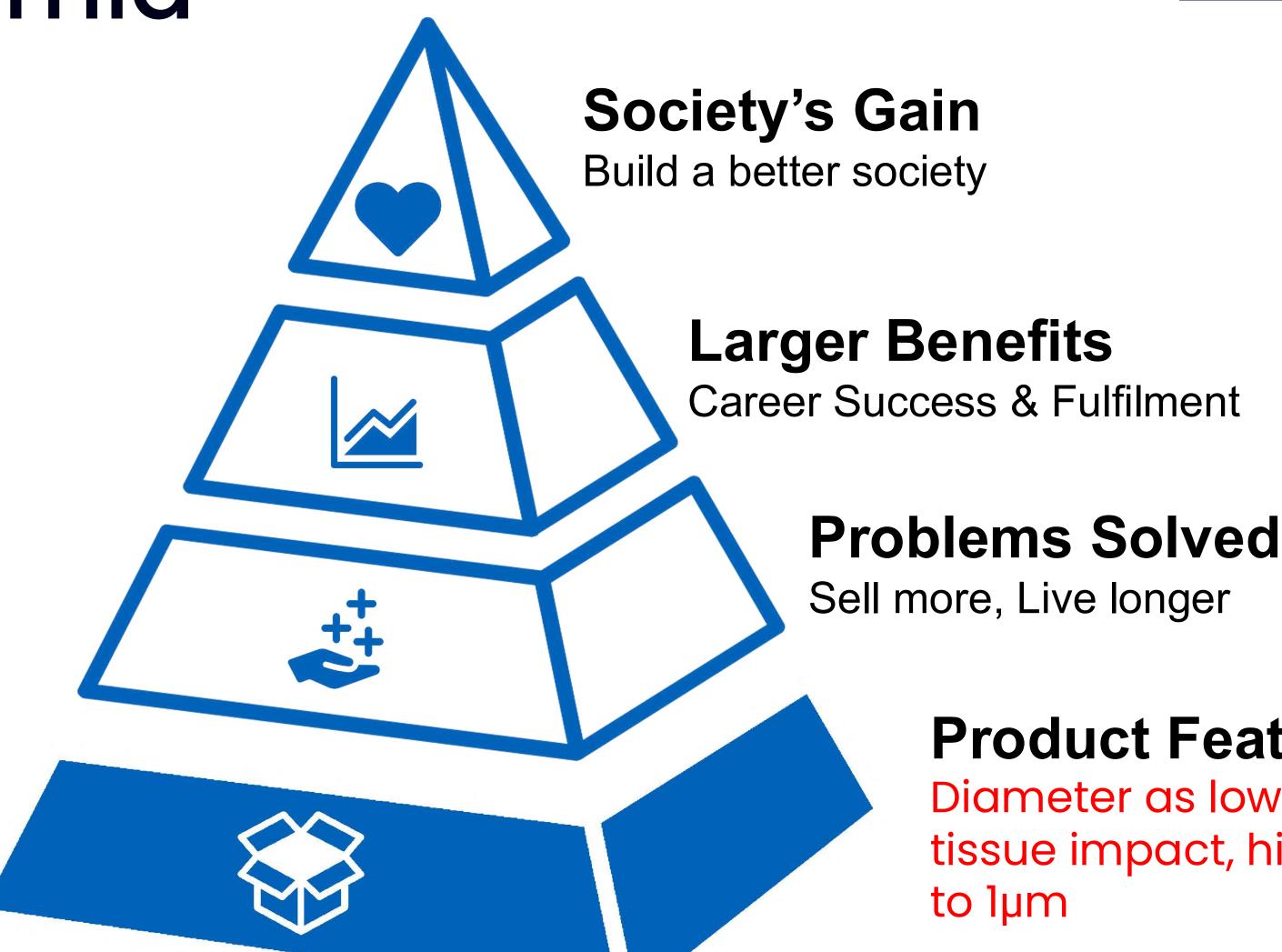
- Personal mission
- 2. We see a new world About

Pohl's Messaging Pyramid



Pohl's Messaging Pyramid





Product Features

Diameter as low as 60µm, minimal tissue impact, high-resolution down to lµm

Pohl's Messaging Pyramid





Build a better society

Larger Benefits

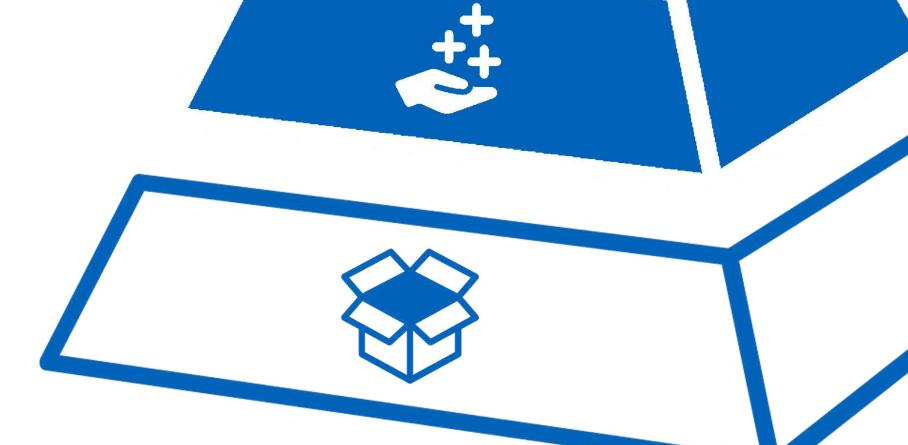
Career Success & Fulfilment

Problems Solved

Shorter operations, greater diagnosis accuracy, Faster patient recovery

Product Features

Faster, Better, Thinner



Pohl's Messaging Pyramid





Larger Benefits

Improved patient care, see more patients, better insurance stats

Problems Solved

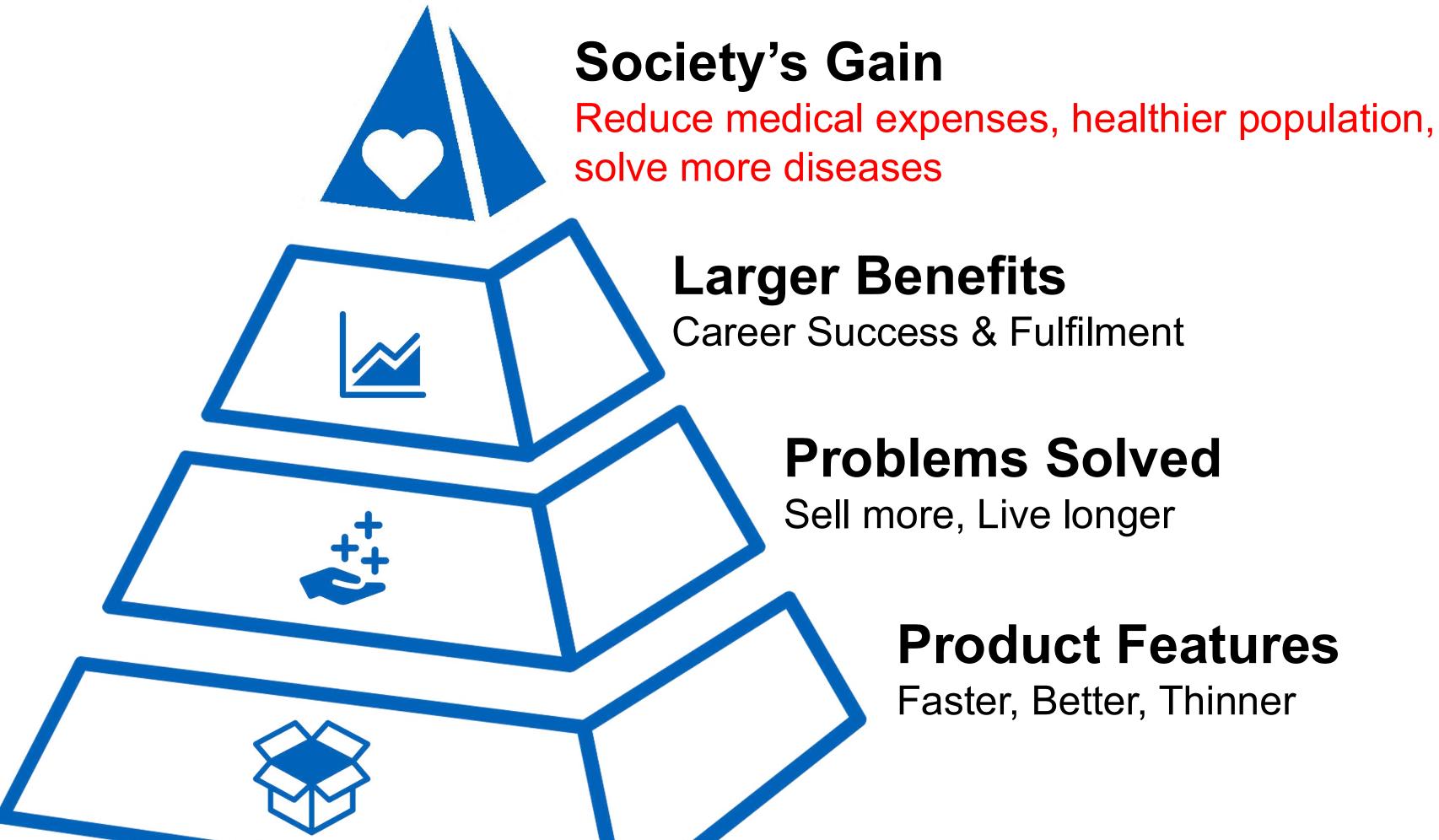
Sell more, Live longer

Product Features

Faster, Better, Thinner

Pohl's Messaging Pyramid





"THIS is the answer to my prayers!"

- Speaks to me and my needs (up the pyramid)
- Addresses my concerns
- Information is prioritized and easy to digest
- Easy to take the next step



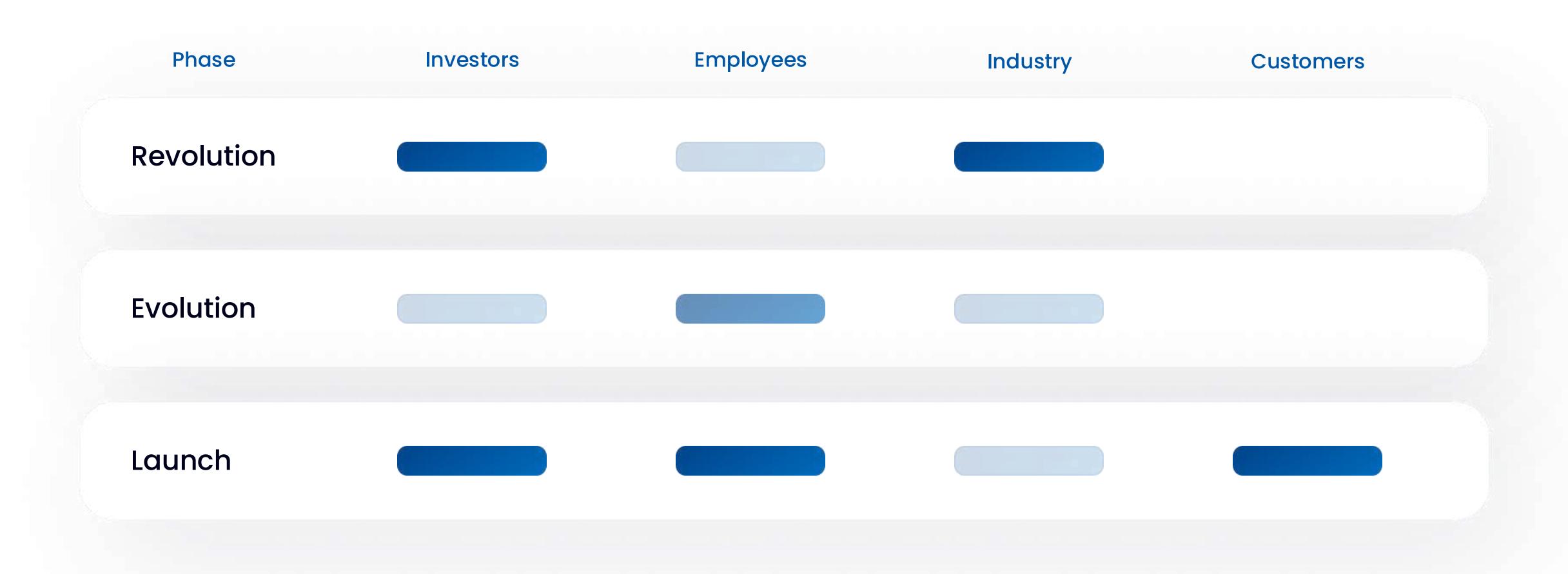
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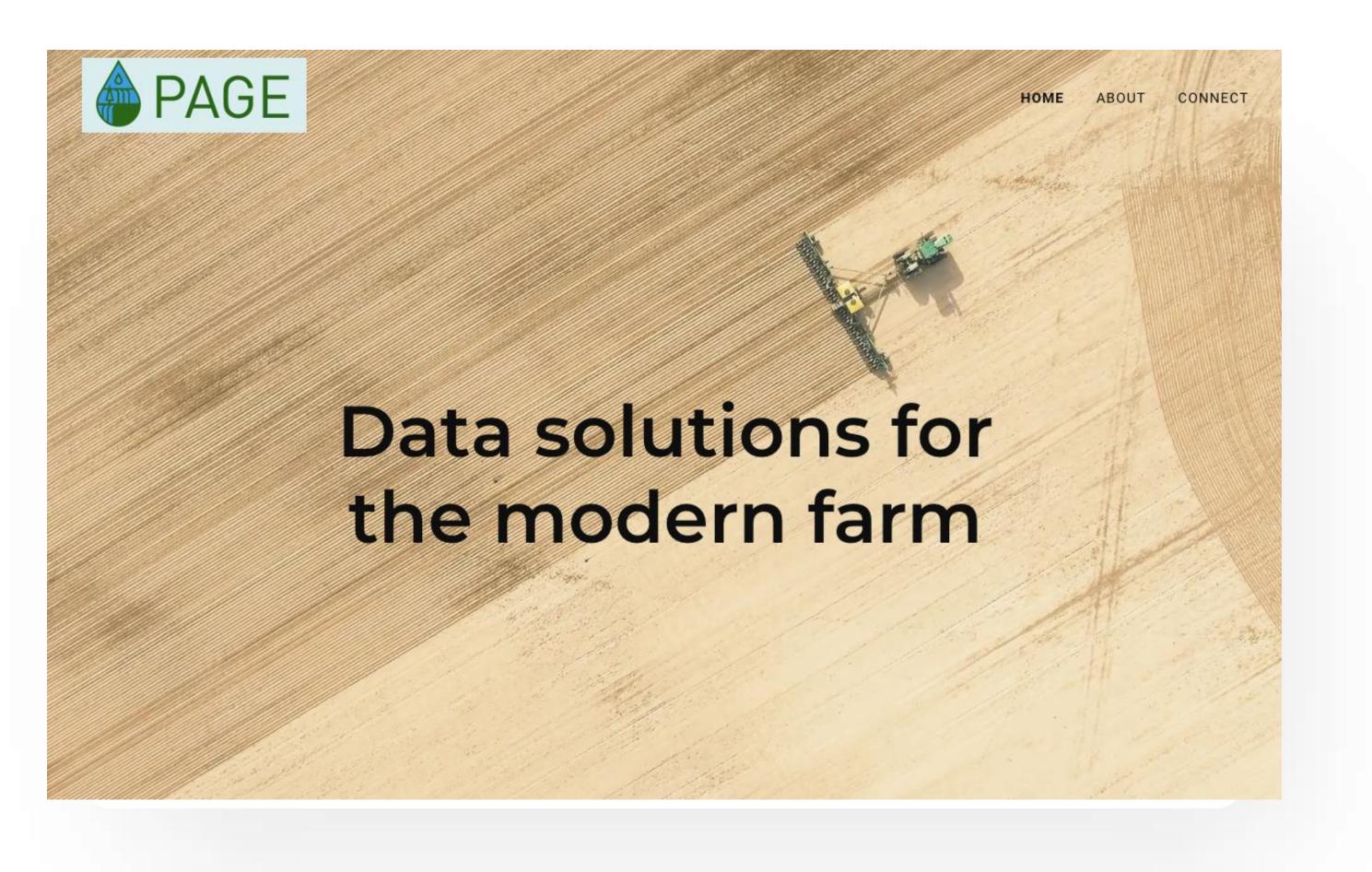
03 Practical Advice



The Stories We Tell and to Whom We Tell Them



Journalists Are People Too



COMPANY:

Page Technologies

Low-cost agricultural sensor systems

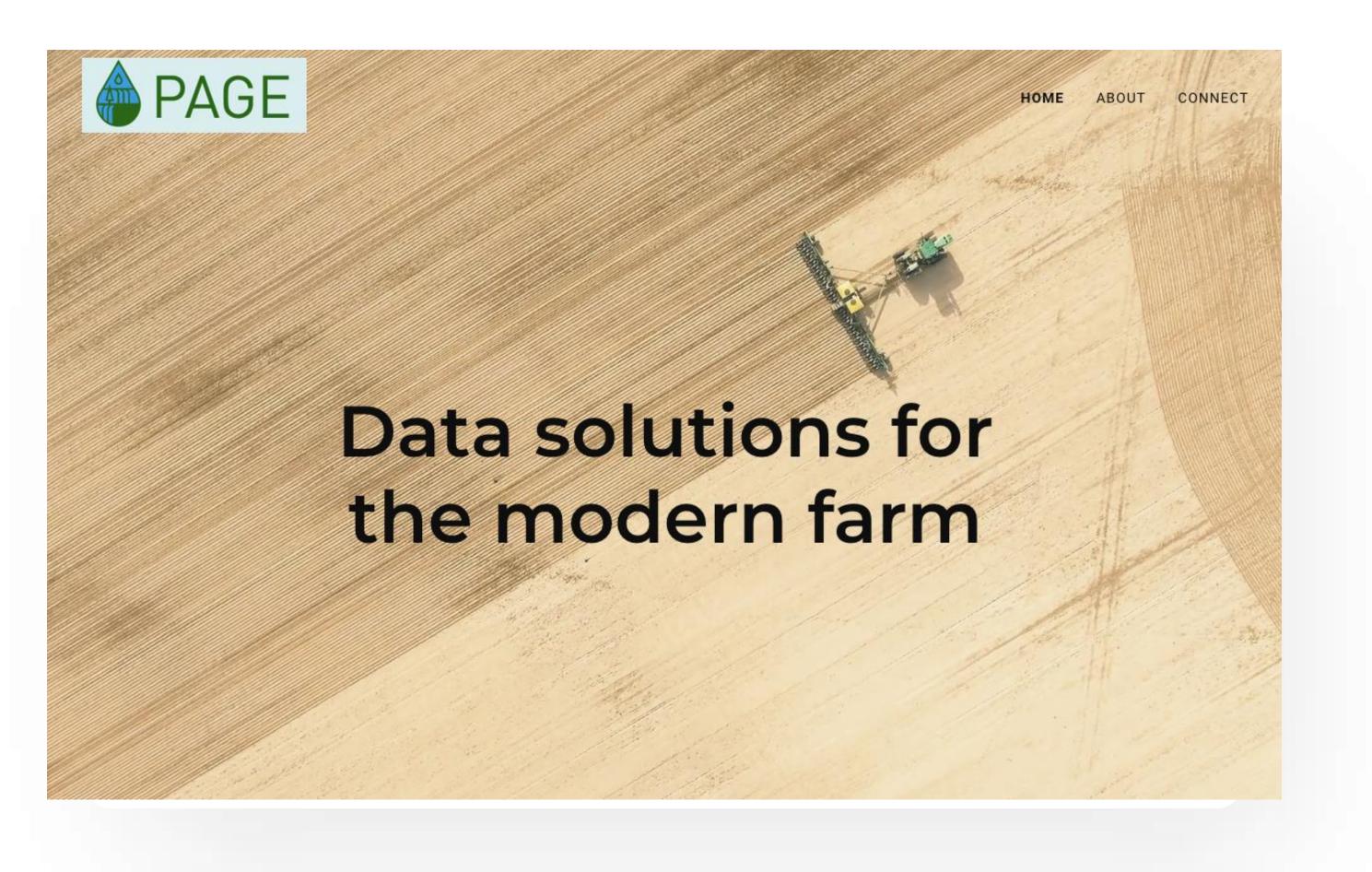
Need:

Agriculture industry partners

Step 1

- Research publications
- Research writers

Think Like a Journalist



COMPANY:

Page Technologies

Low-cost agricultural sensor systems

Need:

Agriculture industry partners

Potential Narratives

- News event: drought, flooding, pest
- Trends in crop yields
- Case study
- Unexpected juxtaposition: printing to crops

Target, Target, Target





MAGAZINE ~ ONLINE CONTENT ~ SUBSCRIBE



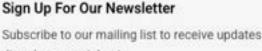
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By Lond London MATERIAL PROPERTY A

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A Few Tools

Alerts **Prowly** qwoted **HARO** Help a Reporter Out CISION **(O)** Meltwater **MUCK RACK**

OTTO POHL

Let's Connect

ottopohl.com

otto@ottopohl.com