



# Build a Brand That Scales: Strategic Branding for Deep Tech Startups



# Skip the Agency Prompt (TOV):

You are a world-class branding expert and senior copywriter.

Take the following copy and rewrite it in the tone of a [INSERT BRAND ARCHETYPE].

Keep the message, structure, and length as close to the original as possible, but improve grammar, clarity, and flow. Your main task is to infuse the distinct tone of voice throughout, while changing as few words as needed.

Use a repeatable style that we can apply across multiple assets. I'll give you more content in this thread so you can learn our tone and style over time.

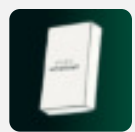
Let's start:

[INSERT YOUR COPY HERE]



# Relevant Content Formats:

1. Founder Energy
2. Build in Public
3. Culture Signals



# 1. Founder Energy

- Why did I really start this – beyond the pitch deck?
- What part of this mission feels personal to me?
- What frustrates me about the world as it is today?
  
- What do I believe that others in my industry ignore or dismiss?
- What change do I want to see – with or without my product?
- What idea would I still defend, even if my company failed?
  
- What has entrepreneurship taught me about myself?
- What's a principle I refuse to compromise on as a founder?
- How has building this startup changed how I see the world?
  
- When was the last time I doubted myself – and what did I learn?
- What was a hard decision I made that others might not see?
- What am I afraid to say publicly – but maybe should?



# 1. Build in Public

- What decision are we currently stuck on?
- What tradeoff did we just make – and why?
- What's the question we keep asking ourselves this week?
  
- What's something we tried that didn't work?
- What feedback surprised us – or forced a pivot?
- What was a recent mistake we made (and owned)?
  
- What experiment are we running right now?
- What's a bet we're placing that might not work?
- What process are we reworking internally?
  
- What changed in our thinking this month?
- What tool, method, or framework helped us get unstuck?
- What lesson do we want to remember 6 months from now?



# 1. Culture Signals

- X trending → Search keywords in your domain (e.g. “robotics + trending”)
- Hacker News / Reddit / Indie Hackers → See what your peers are fired up about
- LinkedIn Reposts → What are investors & thought leaders amplifying?
- Google Alerts → Weekly digest for terms like “climate tech regulation”
- Tech press / Substacks / EU policy drops → Look for tension, shift, or narrative gaps
- Web3 & open source culture → Follow them on X



Element	Founder Energy	Build in Public	Cultural Signals
<b>Core question</b>	<i>"Who are you and what do you believe in?"</i>	<i>"What are you building and how is it going?"</i>	<i>"What do you stand for in the world beyond your product?"</i>
<b>Tone</b>	Personal, emotional, visionary	Transparent, iterative, process-driven	Value-driven, bold, mission-oriented
<b>Focus</b>	Identity, purpose, conviction	Process, progress, iteration	Larger narratives: ethics, sovereignty, change
<b>Content driver</b>	Motivation & belief	Decisions, milestones, learnings	Alignment with societal, political or industry shifts
<b>Emotional hook</b>	<i>Inspiration</i>	<i>Trust through honesty</i>	<i>Shared purpose / belonging</i>
<b>Good formats</b>	Manifestos, belief posts, founder letters	Screenshots, changelogs, product updates	Opinion posts, responses to news, trend reframing
<b>Audience effect</b>	Humanizes the founder	Builds credibility in the process	Connects to a bigger movement
<b>Strategic goal</b>	Build emotional authority	Build transparency-based trust	Anchor brand in cultural relevance



# Value Prop Frameworks + AI Prompt



1. Describe what your product does  
(e.g., “automated reporting system”)



2. Translate that into an outcome  
(e.g., “saves time by automating manual tasks”)



3. Frame it in emotional or business-relevant terms  
(e.g., “frees up your team to focus on strategic work”)



## Template 1

[We help WHO] [achieve WHAT] –  
[without OBSTACLE or PAIN POINT].

We help OEMs and mobility providers scale  
autonomous driving safely – without maps or  
complexity.



## Template 2

[We cut/boost] [key friction or lever] –  
[with unique enabler or advantage]

We cut prototyping delays – with industrial-  
grade lithium niobate manufacturing.



## Template 3

[What it is] that makes [core outcome]  
[benefit trio or descriptor list].

Mapless AI that makes scalable  
autonomy fast, (simple, and affordable)



## Skip the Agency Hack:

- Answer 3 questions from above
- Copy all 3 templates into Chat GPT
- Copy your current Value Prop in Chat GPT
  - Prompt with: (next slide)



# Skip the Agency Prompt(Value Prop):

You are an expert in value proposition design, conversion copywriting, and strategic B2B messaging – especially for complex, deep tech and SaaS products. Your task is to help me turn my technical product description into 10 outcome- and benefit-driven value propositions. Use only the information I give you – no invented features, industries or personas.

Here is what you will receive from me:

1. A short description of what my product does (feature)
2. The outcome this product enables (practical result)
3. Why this outcome matters (emotional or business-relevant framing)
4. Optionally: my current value proposition (so you can compare or rework it)
5. Optionally: my website URL (so you can cross-check tone or structure)

Based on this input, create 10 alternative Value Propositions, using the following templates:

- [We help WHO] [achieve WHAT] – [without OBSTACLE or PAIN POINT].
- [We cut/boost] [key friction or lever] – [with unique enabler or advantage].
- [What it is] that makes [core outcome] [benefit trio or descriptor list].

Make sure that:

- All options are clear, client-focused, and outcome-driven
- You don't invent anything – use only the exact context I provide
- You vary sentence structure but not substance
- Each version is short, sharp and usable on a website or pitch deck
- 

Now, here is my input:

1. What my product does:

👉 [Insert here]

2. The outcome it enables:

👉 [Insert here]

3. Why it matters:

👉 [Insert here]

4. My current value proposition (optional):

👉 [Insert here]

5. My website (optional):

👉 [Insert here]



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