

Rob Roy Consulting

STARTUP ACCELERATOR PROGRAM

BOOSTING YOUR PERSUASIVE IMPACT

For startups at any stage of development, being able to tell your story persuasively to multiple audiences is mission-critical. Whether you're pitching investors, selling to customers or recruiting talent, you need more than just good data points. You need a narrative that inspires and motivates people—starting with your own team.

For years, Rob Roy Consulting has enabled innovative companies of all sizes and stages to accelerate their growth by helping them find, articulate and share their story with conviction and passion. We have expertise in the development of effective investor pitches, sales presentations, keynotes and thought leadership campaigns. Today, we use our own customized storytelling AI, Robbie,[™] to work even faster and boost our clients' persuasive impact with investors, customers and media.

In short, our Startup Accelerator Program gives you everything you need to boost your persuasive impact with your most important business audiences, and we can customize our solution to fit your budget and priorities.

Rob Roy has experience working with startups through the following accelerator programs and business schools ...

... as well as working with senior executives at high-impact technology companies at all stages of growth, including:



BASIC PROGRAM

We offer a baseline suite of services designed to help startups establish their brand and market position and win over investors, customers and market influencers—all anchored around a persuasive narrative their executive team believes in. Each program includes coordination meetings, project management, and scheduling support, and all our work is enhanced with our own bespoke storytelling AI tool, Robbie.



Narrative Development



Website Landing Page



Launch Announcement



Investor Pitch Deck



Customer Pitch Deck



Pitch Coaching

ADD-ONS TO BASIC PROGRAM



Speaker Training



Event Collateral & Booth Design



Customized Pitch Decks & Collateral



Thought Leadership Development



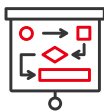
Competitive/Market Analysis



PR Planning & Support

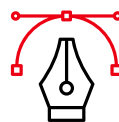
ADDITIONAL SUPPORT AVAILABLE FOR LATER-STAGE STARTUPS

Overcoming Objections Playbook



- Survey the sales team to identify the most problematic customer objections
- Develop answers and guidance, and learn how to bridge back to your new narrative

Content Creation



- Keynote presentations, copywriting and design
- Marketing and sales collateral, signage and visual assets
- Thought leadership articles
- Bespoke research studies and surveys

Persuasive Storytelling Training for Sales



- Teach your sales team to deliver the new narrative with confidence
- Practice overcoming objections and bridging back to your new narrative

Industry Analyst Relations



- Create an industry analyst relations (AR) plan
- Identify top-tier analysts with the biggest impact on sales
- Create AR-specific pitch decks
- Train AR spokespeople

YOUR STORY BEGINS

Every company has a story. But your story doesn't start with you. It starts with the change the world needs. It starts with the challenge your customers are facing. And it starts with the fundamentally new way of framing the challenge that you and your company represent.

So ... what's **your** story? How can you attract investors and customers with irresistible, differentiated messaging? And how can you inspire your team with a narrative that fills them with unstoppable conviction?

Find out ...with Rob Roy Consulting.



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