

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. We can help you find the most authentic persuasive messaging that inspires and persuades customers, investors and influencers. Our own customized storytelling AI, Robbie,[™] helps us work faster and more effectively.

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:



Our Persuasive Storytelling Copilot

At Rob Roy, we don't believe AI can replace human empathy, curiosity, or intuition when it comes to persuasive storytelling. But when it's built and used the right way, AI can accelerate the human work without sacrificing quality. That's what we designed Robbie to do.

Robbie helps our team tackle some of the most time-intensive and complex aspects of messaging and storytelling while ensuring human judgment, strategy, and creativity remain at the center of the process:



Ask smarter questions that uncover stronger messaging strategies



Refine, pressure-test, and customize messaging for specific audiences



Identify weaknesses, opportunities, and differentiators in competitive narratives



Strengthen narrative alignment and engagement across marketing, sales, and product teams

Ultimately, Robbie helps Rob Roy move faster, operate more cost-effectively, and deliver sharper strategic communications while preserving the human touch that makes persuasive storytelling work.

BASIC PROGRAM

We offer a baseline suite of services designed to help startups establish their brand and market position to 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



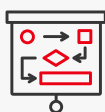
Competitive/Market Analysis



PR Planning & Support

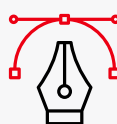
ADDITIONAL SUPPORT AVAILABLE FOR LATER-STAGE STARTUPS

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



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