

A futuristic rocket ship is shown in flight, angled downwards from the top right towards the bottom left. It is leaving a bright, glowing trail of orange and yellow fire and white smoke behind it, set against a dark blue background with a subtle starfield. The rocket has a metallic, segmented appearance.

YOUR WEBSITE IN 2023

MAKE IT WORK!

hypergalactic_



WEBSITE

**THE BEST TOOL
TO MAKE OR BREAK
YOUR REPUTATION.**



AFFECTS

- funding
- recruitment
- partnerships
- sales



Website in 2023!

boosting reputation
(not hurting it)

Up to date

Engaging
(Storytelling)

Relevant to the audience

Sufficiently well-designed
(clear & succinct)

Failure-proof
(backups, protection)



Many firms I talked to last month
suffer brand reputation damage
and missed opportunities from
outdated, misaligned websites.

Let's fix it!



COMMON WEBSITE PROBLEMS

- ⊗ stale / outdated
- ⊗ unclear
- ⊗ not engaging
- ⊗ irrelevant to your audience
- ⊗ poorly designed
- ⊗ hacked or hackable
- ⊗ inaccessible to you (yes!)



HOW TO MAKE IT WORK?

It's just 6 points,
so stick with me.



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BOOSTING REPUTATION

Most likely a tech startup/scaleup website is not used to sell or deliver a bible of information.

The key factor is prove credibility and build up your reputation.

Let's optimize for it.



UP TO DATE

Your company moves forward fast.
You're not in a business of rockets, sats
and tech, not websites. It's fine.

Founders I talk to often say their
website is 'stale', delivers 'misaligned
message' that 'does not resonate'.

Leaving your website behind costs
reputation and missed opportunities.

Don't let that happen.
Keep it basic, but aligned.



ENGAGING

2000's web was the science of coding.
Today the tech is free.

The game is not the website.
It's the message it tells.

The story that grabs your audience by
the (eye)balls and leads through.

No storytelling - no success.
It's not just the website, it's across the board!



RELEVANT

If you think the website should go “who we are”, “what we do”, “how we do”... you’re living under the rock.

It’s not about you.
It’s about them - your audience.

Put the audience and their problems in the dead center of messaging and you rock it.



WELL DESIGNED

Good design is more accessible these days.
But the standards have risen.
A well-designed website is:

- Clear
- Succinct
- On-brand
- Legible
- Looks good on any screen or device.
- Uses modern technology.
- Uses modern language.



NOT HACKED!

This surprised me. I heard stories about:

- “Our server died. No backup”
- “Our previous firm didn’t give us access”
- “We were locked out”
- “We were hacked”
- Etc...

When you work with pros, these things should be unheard of!

But they happen way too often.
It costs serious money!
You don’t want it.



ONE MORE THING



THE CONTENT

The website is the booster.

The words are the fuel.

The images are the oxidizer.

Without these you won't fly far.



BRAND IMAGERY

Speak your distinct voice,
not industry average!



INTERESTING?

- ✔ Follow us for more free advice on brand and marketing for New Space firms.
- ✔ Feel these pains?
We got pills.



Hey! I'm Patrick Kizny.

I founded hypergalactic_ to support ambitions of those, who dare to dream bigger than their earthly confines.

With a unique blend of strategic branding and creative execution, we unlock the exponential growth that new space ventures need to secure their spot in the future space economy.

**Interesting?
I'm here to talk.**



BOOK A FREE DISCOVERY CALL

Let's make an action plan
to take your firm to the next level.

[click or grab a link from my bio]



OUTSMART → OUTPACE → OUTLAST!

THE FUTURE SPACE ECONOMY IS TAKING SHAPE NOW. SECURE YOUR SPOT.