



SO WHAT THE HECK IS A
SPACE
BRAND

hypergalactic_



LET'S FIGHT
A FEW MISCON-
CEPTIONS FIRST!



01 BRAND IS NOT A LOGO

And a logo is not a brand. It is a symbol that (with time) starts representing a brand.



02

BRAND IS NOT HOW YOU LOOK

A brand is definitely not how you look.

People interact with touchpoints
- that's what they see, hear, feel
and experience. Based on all
this they form an impression.



03

BRAND IS NOT WHAT YOU SAY

What you say is narratives
and messaging. The space
folks call it often “comms”.

It does not make a brand yet.



04

BRANDING IS ONLY USEFUL FOR SELLING B2C PRODUCTS

Not true. Although branding kinda evolved from B2C markets, it can help B2B big time. Stick with me...



05

BRANDING IS ONLY FOR THOSE HUGE COMPANIES

Not true. Branding is for every business. The sooner you invest in it, the more business leverage it yields.



SO WHAT IS BRANDING?

Let's discover!



THERE'S ONLY ONE BUSINESS. IT'S THE TRUST BUSINESS.

Whether your goal is to convince co-founders, build a dreamteam, get funded, find partners or sell your products, there's only one currency.

Trust.



BRAND IS REPUTATION

In a nutshell, the simplest definition of brand is: reputation. It is a measure of trust.



BRAND IS WHAT THEY SAY...

It is not what you say.
It's what they say.

This is not a novel paradigm.
Marty Neumeier coined
it almost 20y ago.



...

WHEN YOU'RE NOT IN THE ROOM.

It's even worse - it's what
they say, when you're not in
the room (Jeff Bezos).

Don't despair. You can still influence
what they say, a big time. How?



BRAND IS A STORY.

Think of brand as of a story.
But you're not the hero.
They are.



BRANDING IS...

giving your audience the skeleton
and the building blocks, so that
they can co-create the story with
you and become the heroes.

Sounds exotic?

But it works.



THE REWARD IS

Engagement,
Advocacy,
Loyalty,
Trust.



BRANDING IS A SWISS ARMY KNIFE

Here's what it can do for you -
a brave, New Space startup!



BUILDING A TEAM?

We know your struggles.
You're small, new and lean.
Taking on these big guys
with infinite dollars.

You won't outspend,
but you can outsmart them,
and still win the top talent.

What you need is vision -
one of the branding superpowers.



LOOKING FOR FUNDING?

The money is there.
But there's a queue.
And it's hard to even
get a foot in the door.

Elevate your reputation.
Be bold, clear and seen.
Make them come to you.

You need messaging that resonates.
It grows from the brand strategy.



LOOKING FOR PARTNERS?

You should! The future space economy does not belong to the fastest, nor the ones with the best product.

It's built by the first who integrated with everybody else, making an ecosystem.

Don't chase them - attract them.

Welcome to the next
department of brand.



BUILDING UP SALES?

It's so easy!

- Sell a product that doesn't exist yet,
- On a market that's just taking shape,
- With track record of slightly related achievements in your past life,
- To people that kinda know what they need, and barely understand what you've got.



YOU NEED LEVERAGE. PLENTY OF IT!

Attention grabbers, door openers,
explanation superpowers, confidence,
persistence, reputation and trust...

...and a product that works.

The brand won't help just with the
latter, but sounds you got it covered?



IT'S ALREADY HARD ENOUGH!

Why make it harder?
Let's simplify.

You love the tech.
We love everything else.



OK, not everything.
Just the “brand and comms”.
But isn’t that already a lot?



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 take a look at where you are
and make a quick action plan to
take your firm to the next level.

[click or grab a link from my bio]



TEST YOUR GROWTH VELOCITY

Take our free assesment test to discover your strengths and blind spots and see how far off you are from reaching exponential growth.

[click or grab a link from my bio]



OUTSMART → OUTPACE → OUTLAST!

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