



BRAND STAGES FOR SPACE FIRMS

STARTUP/SCALEUP EDITION



WHICH ONE ARE YOU?

Every business stage can yield different level of business leverage from brand investment.

Get informed, act wisely.



PRE-SEED STARTUP?

Keep it lean.



1. BRAND NAME

Brand name is the most underestimated asset.
It'll stay with you forever.
Get it right.

HINT Unless you're SpaceX, avoid "space" bolt-on to save \$1M on rebranding in the next few years.



2. THE CORNERSTONES

Formulate a clear vision, purpose and mission statement. Your brand will evolve, but the cornerstones should remain intact.

Formulate a value proposition that resonates with your audience.



3. LEAN BRAND IDENTITY

You need a well-designed logo, one-pager usage guidelines and logo deliverables.

HINT

- ⊗ Don't use rockets, satellites and swooshes. A powerful logo is simple and abstract.
- ⊗ Don't be tempted to use Fiver. Rebrands are expensive.



4. TOUCHPOINTS

- A simple website. The tech costs next to nothing - we'd use Wordpress + Semplice.
- Pitch decks. Use pitch.com, have a customized template, don't break it.
- Keep it clean and simple.
Prioritize clarity and succinct messaging. Everything is in "alpha", you're testing hypotheses.



BRAND NAME CHECKLIST

- different from competitors
- short - less than four syllables
- appropriate, but not so descriptive that it sounds generic
- easy to spell
- satisfying to pronounce
- suitable for “brandplay”
- legally defensible

The checklist comes from Marty Neumeier’s legendary book “The Brand Gap”. A must read for every founder.



SEED / SERIES-A STARTUP

Invest in brand strategy and design.



INVEST IN A DECENT BRAND STRATEGY

Focus on carving out a unique positioning to outsmart your competition and avoid fighting an uphill competition battle.



BRAND STRATEGY VISION AND ALIGNMENT

On top of external actions, a good strategy can transform your firm into a vision-driven organization.

It will provide clarity and internal alignment, removing hell lot of friction from the team.

When everyone is pushing in the same direction, you'll be more likely to outpace the competition.



FACTS TIME

52% of employees do not know the vision of the future of the organization they work for.

Runway's survey of 2,000 UK employees, 2020



IMPACTFUL STRATEGY ACTIVATION

1. NARRATIVE & MESSAGING

Craft your narrative and messaging to speak your unique voice, not industry average.

Do it once, deploy across all channels. Don't have your juniors reinvent it every time they need a piece of copy.



2. BESPOKE BRAND IMAGERY

Reinforce the verbal narrative with bespoke brand imagery that delivers your message in no words and 100x the impact.

Save yourself the nightmares of “what do we put in our deck/website/show...”.

Maximize your confidence when it matters the most - landing partnerships and securing sales.



BRAND IMAGERY

Speak your distinct voice,
not industry average!



DOES DESIGN PAY OFF?

+228%

ROI IN STOCK INVESTMENT

The Design Management Institute partnered with Motiv Strategies to measure the return on design investment where it counts — in stock values. Over a 10-year period, a \$10,000 investment in design-centric companies would have yielded returns 228 percent greater than the same investment in the S&P 500.

Source: “The Brand Flip”, Marty Neumeier



3. USE FILM TO STEAL THE SHOW

Don't expect your audience to imagine. Show them.

Use film strategically to visualize things that don't exist yet and convey the essence of your brand. It's a magic door opener.

HINT Hire a firm holding expertise in branding, film and 3D. Video production teams are good for social media, but won't elevate your brand reputation.



3. MAKE SOCIAL MEDIA WORK FOR YOU

Most companies in new space use less than 20% of the potential, following “me too” approach, without clearly set objectives and tactics. No surprise it gets them no farther than 5 likes ahead.

Have a good social media strategy and execute on it to get tangible business results.



FACTS TIME

**NEW SPACE COMPANIES
MISS ON 80% OF LINKEDIN
NEW BUSINESS OPPORTUNITIES*.**

Assuming that you can not profit from LinkedIn is handing over business opportunities right to your competition.

*Source: hypergalactic "LinkedIn Business Growth for New Space"



NEED HELP WITH SOCIAL MEDIA?

- ① Check our free “LinkedIn Business Growth for New Space” booklet to set and achieve social media goals.
- ① Contact us for a free audit of your social media game and a simple, actionable plan.



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.



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.



OUTSMART → OUTPACE → OUTLAST!

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