

Building Your Brand

The Importance of a Consistent Message

Logo: Visually represents your company brand

Tagline: Distills company identity into a cogent and lucid line (5-7 words)

Elevator Pitch: Quickly and clearly communicates your core value proposition (3-5 sentences)

Executive Summary: Further introduces your technology, the problem it is solving, and the management team (1-2 pages)

Slide Deck: Provides additional metrics and graphics to further the understanding of your opportunity (10-12 slides)

Keep Your Message Clear and Consistent Throughout Your Communication Channels to Develop Your Brand



Website: Functions as an effective reorganization of all your materials in web format (5-7 tabs)