

A decorative graphic on the left side of the slide, consisting of a series of horizontal stripes. The stripes alternate between a light blue color and a darker blue color, creating a striped pattern that runs vertically from the top to the bottom of the slide.

Positioning Framework

Stand Out, Build Credibility, and Drive Growth

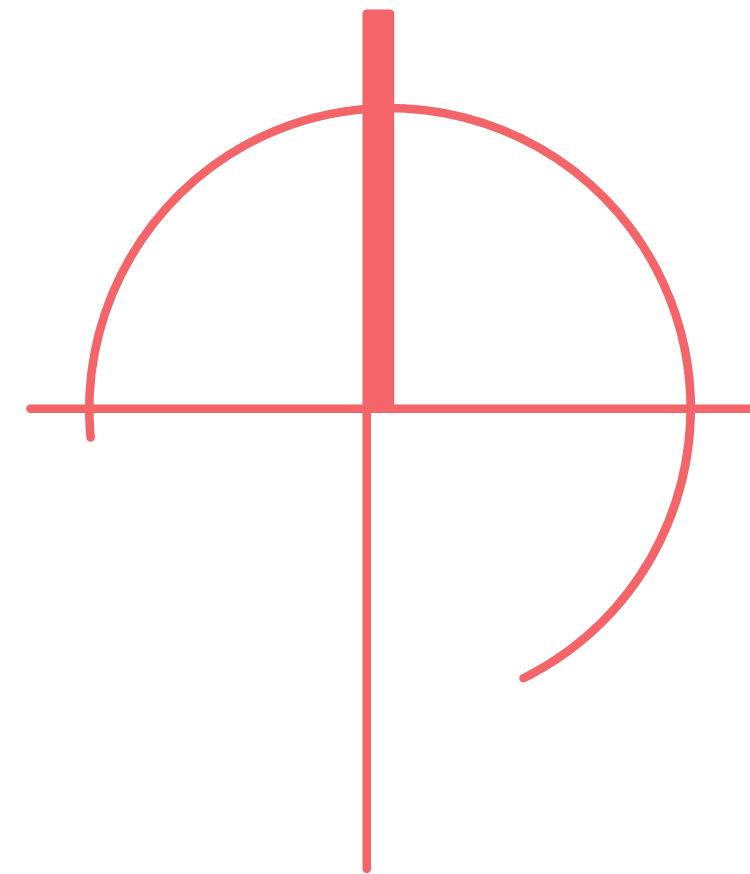
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Positioning matters

Positioning isn't just about what you say, it's about how you make investors, corporate partners, and customers see your value. In an industry driven by innovation, regulation, and sustainability, **clarity is everything.**

Generic positioning statements can mean lost opportunities and wasted marketing spend.

This framework will guide you in creating craft positioning strategy that differentiates you and builds trust.



Define the Real-World Problem You Solve



Clearly state the commercial, regulatory, or operational problem your solution tackles. Use numbers, compliance benefits, or efficiency improvements.

Ask yourself...

- What specific pain points do my customers face that our product addresses?
- Is there an urgent regulatory (e.g., EU Green Deal, carbon credits) or economic shift (e.g., inflation, supply chain instability) that strengthens the need for your solution?

Is your USP truly UNIQUE?

Don't just be "better", be different

Ask yourself...

- What do you enable that competitors do not? (e.g., seamless transition, new revenue streams)
- What do you eliminate that others struggle with? (e.g., complex adoption, high costs)

Pro-tip

Use the "Only us" Test...We are the only [X] that does [Y] for [Z]."

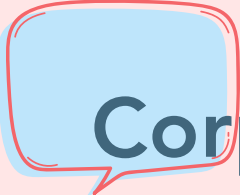
Example: "We are the only biostimulant that enhances soil microbiomes while improving farmers' margins by 20%."

Speak the Language of Buyers & Investors

Every audience needs different messaging



Investors: Market size, scalability, revenue potential



Corporate Buyers: ROI, regulatory compliance, ease of integration



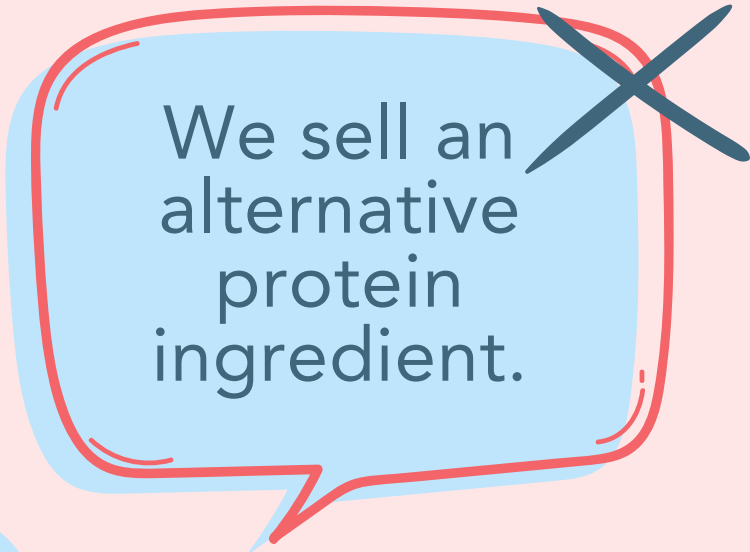

B2B Customers (e.g. retailers or buyers) Yield, risk reduction, cost efficiency

Ask yourself...

- Can your solution increase profits, reduce costs, or simplify compliance?
- How does your value proposition change based on the decision-maker (e.g., procurement vs. innovation director)?

Point To Commercial Growth

Your positioning should directly support your growth strategy.
Use case studies or success metrics to validate your claims.



We sell an alternative protein ingredient.

We enable food brands to launch high-protein, allergen-free products without costly R&D investment

- ✓ Do you show a clear commercial advantage (cost savings, revenue growth, compliance)?
- ✓ Can you provide real-world proof (case studies, testimonials, pilots)?
- ✓ Is your messaging tailored for different commercial milestones (investment round, market entry, product expansion)?

Now you can... Build Your Positioning Statement

We help [WHO] achieve
[OUTCOME] by [HOW],
enabling them to
[COMMERCIAL
ADVANTAGE]

TEST & REFINE

Draft your statement using the template.

Test it: Would your ideal customer or investor immediately understand your value?

Refine it with real-world proof points.

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contact

Want to learn more about the right
messaging for your scaling startup?
Contact us for a 1:1 consultation

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