

# Climate Startup

## Marketing + Comms Audit



Is your story, proof, and system ready for traction?

How to use this: Check each box you can confidently say “yes” to today. Gaps point to where you’ll need to focus next.

### Discover (Strategy Foundation)

- ☐ We’ve defined a clear story of where we fit in the market: what makes us different, what problem we solve and why now.
- ☐ We know exactly who our ideal customers are (our “ICP,” or Ideal Customer Profile) and understand the different people involved in a decision (finance, operations, engineering, procurement, sustainability).
- ☐ We know the proof our buyers and investors need before they’ll trust us, like certifications, performance data, warranties, or third-party validation.
- ☐ We can name our closest competitors or substitutes and explain clearly why we are better (cost, reliability, ease of integration, risk).
- ☐ Our marketing goals for the next 3–6 months are tied directly to business outcomes like pilots, partnerships, or funding milestones.

### Develop (Story & Assets)

- ☐ We’ve refined our story to communicate it clearly across audiences. We can explain our solution differently for investors, customers and partners, addressing their specific questions or objections.
- ☐ We can show return on investment (ROI) and highlight non-financial value like resilience, compliance or sustainability.
- ☐ We have clear, professional materials such as an investor deck, customer sales deck or one-pager and a short data or integration sheet.

## Develop (Story & Assets) Cont.

- ☐ Every claim we make (cheaper, faster, greener) is backed by data, a pilot, or certification.
- ☐ We have a reusable case study template to quickly turn each pilot project into a proof point.

## Deploy (Execution & Systems)

- ☐ We set clear success metrics before each pilot and know how to use the results to move from pilot to commercial deal.
- ☐ We've set up a CRM (Customer Relationship Management) system like HubSpot to track prospects, deals and follow-ups rather than relying on spreadsheets.
- ☐ We have a consistent content plan (social posts, blogs, founder thought leadership, PR) mapped to our sales funnel.
- ☐ We have a plan for channel partners (the companies that can help us sell or install our solution) and a system to turn happy customers into references that shorten sales cycles.
- ☐ We've localized our messaging for each key market, checked all necessary regulatory and certification requirements and adapted pricing and contracts as needed.

## Score Yourself

12–15 checks: You're ready to scale: focus on acceleration.

8–11 checks: You have a foundation but need to fill in gaps before heavy spend.

≤7 checks: Prioritize basics in Discover → Develop before ramping up execution.

*If you're missing boxes, you're not alone. Most early-stage ventures are. The key is to build the right story, proof, and systems at the right stage. This is where I come in: I partner with founders to bridge strategy and execution so you can gain traction faster. Let's connect.*