



Communications Support for Science-Based Startups

Whether you are searching for funding, positioning yourself as an acquisition, seeking the right collaborator, or bringing a product to market, Mains Associates can use our 25 years of experience working with leading research organizations to help you achieve your goal. Our carefully designed process, attention to detail, and focus on core value allows Mains Associates to deliver the core set of compelling communication tools that your business needs.

Core Communications Program

A consistent, coherent, and compelling message tells potential investors or partners that you have a strong team with a clear focus and provides the key information they need. This program provides your team with the essential communication tools needed to engage with people inside and outside your business.

Program Elements:

- Executive Summary
- Elevator Pitch
- Web Content
- Investor Presentation
- Collaborator Presentation
- Presentation Practice

The Art and Science of Communication: Our Process

Initial No-Obligation Communications Consultation

After completing a brief questionnaire about your company, existing content, and objectives, our team will meet with you. This preliminary, no-obligation meeting will help us discover what is unique about you, your idea, and your company. This meeting will also help us evaluate your company's communications status. If your company is ready for the next stage in the communications program, our team will create your custom project plan. If there are items to be addressed before engaging our services, we will provide you with a complimentary communications roadmap to help you get to the next stage.

Content Development

Our team combines expertise in Science, Research, and Business with proven communication tools and processes. Based on information you provide and complimented by our in-house research, Mains Associates will work with you to craft your Executive Summary and overall message statements. These are the cornerstones for the other components that we will develop including the elevator pitch, updated Website content, and presentations.

Coaching and Presentation Review

We know that how you present information is as critical as the information itself. Once all of the program elements have been developed, our team will meet with your executives to review and practice the presentations so that they can receive real-time feedback and edits from the Mains Associates team.

