THE NARRATIVE CONSULTANCY

FOR ACCELERATORS, HUBS & FOUNDER PROGRAMS

BRAND & NARRATIVE STRATEGY FOR YOUR COHORT

Help your founders tell stories that investors, customers, and talent *believe in.*



I'm a brand and narrative strategist. I help your founders define their positioning and the strategic story at the core of their company, then carry it into every pitch, from the first meeting to Demo Day and beyond.

WHY IT MATTERS

Investors, customers, and talent all back companies whose story they believe in. At the early stage, a clear position and a strong story are a company's most important assets.

WHAT I OFFER

Positioning & narrative workshop

A hands-on strategy session for the whole cohort. Each founder leaves with a clear position, a core narrative, and messaging they can build their brand and pitch on.

Pitch clinics & Demo Day prep

Pacing, framing, and pressure-testing each pitch and deck, so founders walk on stage with a story that lands.

1:1 strategy office hours

Focused sessions on brand strategy, positioning, category framing, messaging, and investor materials, booked as founders need them.

Hands-on assets

For portfolio companies that need more: pitch decks, one-pagers, website copy, brand books, and launch films.

ABOUT ADAM

A senior marketing leader and narratologist by training, with a background in marine biology. For over a decade I've helped deep-tech and climate companies define who they are and explain complicated things in ways that move investors, customers, and the press.

TRACK RECORD

- CB — **CarbonBlue**
  Director of Marketing: brand strategy, PR, and films for a deep-tech climate company
- NI — **Natural Intelligence**
  Head of Content: built a content division from scratch
- G — **Gloat**
  Content Platform Lead: narrative and thought leadership for a new category
- AE — **The Narrative Consultancy**
  Founder: brand and narrative strategy for early-stage founders

WORK FEATURED IN

The Times of Israel / **Haaretz** / **Ticker News** / **Trellis** / **Chemical Engineering**

FORMATS

In person or remote / Single sessions / Full-cohort tracks / Portfolio retainers

Let's talk about your next cohort.

Book a 30-minute intro call, or drop me a line.

Book an intro call · contact@adametzion.com · adametzion.com