

Getting the fundamentals right.

Beamline Accelerator's story

Green technologies are urgently needed to reduce CO₂ emissions and transition our economies to net zero. Cleantech companies bringing their innovations to market are fundamental to this change.

To help spur the necessary growth, Beamline Accelerator focuses exclusively on early-stage cleantech businesses. The programme takes in a batch of promising start-ups annually, providing crucial support and investment.

Well-known alumni of Beamline Accelerator include Sympower, Roofit.Solar, Laava Tech and Single.Earth with more than €65M in follow-on funding.

BEAMLINER ACCELERATOR AT A GLANCE

A cleantech accelerator for cleantech startups offering a tailor-made approach to each company, investing, delivering services, mentorship and networks to fuel organic growth.

BASED IN:	Tallinn, Estonia
YEAR FOUNDED:	2015
Nº OF EMPLOYEES:	5
EXPERTISE:	Company acceleration, investment, funding, growth, incubation, business models, value proposition



The problem

Young cleantech start-ups don't have the capacity and resources to invest in their brand and messaging.

However, building a strong brand and telling their story right is key to business success.

MAIN CHALLENGES

- 01** Cleantech companies have complex technologies that are hard to understand and explain.
- 02** Building brands and crafting powerful messaging don't come naturally to tech companies.
- 03** Start-ups don't have the resources to fully invest in marketing and communications.

Why they chose us

Like Beamline Accelerator, we're exclusively focused on cleantech. This makes our communications expertise a perfect match for the start-ups in its portfolio.

Our international team knows the challenges young cleantech start-ups face and offer helpful guidance in various areas, such as branding and PR.

Our solution

A TWO-DAY BRANDING AND MESSAGING GROUP WORKSHOP

- 01 Making them understand their own company**
We looked at what's unique about the portfolio companies and their technology, vision and milestones.
- 02 Defining brand attributes**
Together with the workshop participants, we brainstormed and discussed brand attributes.
- 03 Identifying the relevant stakeholders**
We also covered the fundamentals of identifying buyer personas to help accelerate marketing efforts.
- 04 Developing key messages**
Ultimately, we worked on the key messages for all the participating companies.
- 05 Receiving actionable advice**
On the workshop's second day, we hosted individual one-on-one conversations, covering each company's challenges and providing feedback.

For each section of the workshop, one participating start-up served as an example. Using this method, we provided all the participants with directly applicable tips they could use immediately.

At the same time, the start-ups could see the stories and backgrounds of similar companies in the cleantech space. They could also experience how different successful brands can look.

The start-ups had the chance to talk to us one-on-one on the second day of the workshop. We provided tailored feedback and advice about their current communications challenges.

The results

Getting the fundamentals right is crucial for the future success of a business. We achieved that during the two days with their portfolio companies.

RESULTS

- A clearer understanding of their unique value propositions. The companies learned to effectively communicate these to their target audiences.
- By establishing clear brand messaging, participants increased their brand awareness and recognition among potential customers.
- We worked on compelling messaging, allowing the cleantech start-ups to enhance investor interest and attract new investment opportunities.
- The two-day workshop helped participants to avoid common pitfalls. Instead, the learnings enabled them to run ambitious communications campaigns and successfully raise funding.

Testimonial



The branding and messaging workshop was a game-changer for the participants. Thanks to the insights and guidance provided, they now have clear and compelling brand messaging helping them to attract new customers and secure crucial investments.

Triinu Lukas, CEO of Beamline Accelerator



GET IN TOUCH

Boost your portfolio

Communicating effectively is crucial in boosting your portfolio's value and traction.

Are you looking to maximise your return on investment in marketing? Talk to us to explore how to successfully do so.

[Free consultation →](#)

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