

how to get your brand ready for JP Morgan

1. get your elevator pitch ready

Your brand story should be succinct, impactful **AND less than 2-3 minutes**. You should be able to quickly and clearly communicate these critical components anywhere:

- What type of company you are (ie. your brand category)
- What you do
- How you do it
- And most importantly **WHY it matters!**

Remember: keep it short! If you convey all these elements and they are intrigued, you can elaborate from there.

2. share key details about your science and business model

Be ready to explain the innovative technology behind your company and the commercialization approach. They need to be able to grasp what's novel and how it works. Your pitch shouldn't feel like a data dump—save the highly scientific details for the right audience. Don't forget to share how you plan to monetize your offering.

Science and technology without a solid business strategy will not go far.

3. talk about the impact of your technology

Remember the WHY from #1. Why does this company exist and what is it trying to accomplish? This is your mission, so it should be compelling and get people excited. This is also an opportunity to share how you are differentiated and plan to win against competition or carve out new white space to own.

Share the passion you have to shape the future.

4. be sure to look the part

If you are an innovative, disruptive technology company, yet your presentation deck looks like a high schooler designed it, the brand experience does not reflect the sophistication you claim. Invest in your branding so the power of your content is not watered down by bad design.

Don't let a bad cover distract from the contents inside.

5. know who you are talking to

Don't be afraid to adapt your elevator pitch to the different types of people you engage. An investor won't be as concerned with the highly scientific mechanism of action as a chief technology officer or researcher would be.

Serve them what they want.

6. project your personal brand

This plays a major role! Are you passionate and polished? Do they trust what you have to say and feel your excitement about the company? Be sure you exude the right energy and represent your brand with integrity.

Get yourself ready for success at JP Morgan.

If you need assistance, please don't hesitate to reach out to the brand strategy experts at Audacity!

About Audacity Health

Audacity is a brand strategy and activation agency that builds powerful brands by sparking emotions because we advocate for human centrality. Our integrated **brand strategy and activation solutions** help our health and science clients become market leaders. We **unleash the Human in Human Health**. With a deep understanding of your technology and audience, we develop emotionally-connecting brands and experiences. We play a crucial role in **helping innovative brands thrive** and make a meaningful contribution to human health. **We are fearlessly human.**