

8 STEPS TO CLEAR IMPACT TECH MESSAGING



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Contents

→ Introduction.....	3
→ 1. State what your product is.....	4
→ 2. Spell out who your product is for.....	7
→ 3. Explain how your product is different.....	10
→ 4. Write clear value proposition.....	13
→ 5. Outline the benefits for your customer.....	16
→ 6. Create urgency.....	19
→ 7. Highlight tangible impact.....	22
→ 8. Marry sustainability & profitability.....	25
→ About the author.....	28

Introduction

If you've ever found yourself thinking:

- We don't know **how to explain the real value of our product** to our customers
- We struggle to **motivate customers to act now** instead of waiting for years
- We sell to **multiple buyer personas and aren't sure how to resonate with them all**
- We can't seem to explain **how we're different** from their current solution or the competition

... then this report is for you.

Messaging is the bridge between your product and your audience. Get it right, and you'll build trust, drive action, and stand out in a crowded marketplace. Get it wrong, and even the most innovative solutions risk being overlooked.

This report isn't a comprehensive messaging playbook; it's a starting point. Inside, you'll find actionable tips to help your messaging hit the right notes—from articulating your product's value to creating urgency and differentiating from the status quo.

Whether you're pitching to customers, investors, or stakeholders, these essentials will help ensure your messaging resonates, persuades, and moves people to act.



1. STATE WHAT YOUR PRODUCT IS

What your product is

One of the most important steps in creating clear messaging is nailing down **what your product actually is**. Defining your product category is the foundation of your positioning and helps potential customers quickly understand and appreciate what you offer.

Why it matters



1. It provides a mental map for customers

→ People need a starting point to make sense of your product. A clear category answers the immediate question: "What are you?"

2. It anchors your positioning

→ Positioning begins with putting your product into context. Are you a carbon accounting platform? A renewable energy storage solution? A sustainable packaging alternative?
→ A well-defined product category helps you stand out from competitors and lays the groundwork for explaining why your solution is better or different.

3. It establishes relevance

→ Customers care about how a product solves their problems. Clearly stating what your product is helps them see its relevance and opens the door for communicating its value.

Good example

It is clear from the very first second what the company does. They don't let you guess it - they spell it out clearly and succinctly.



What your product is

How to define your product



Start with the basics

→ Clearly state the category your product belongs to. E.g. *“We are a carbon accounting software platform.”*

Tie the category to the customer’s needs

→ Go beyond naming the category—connect it to what your audience cares about. E.g. *“We are a sustainable packaging solution designed to reduce plastic waste in the supply chain.”*

Common mistakes to avoid



Being too vague

→ Avoid buzzwords or jargon that don’t provide clarity. Instead of saying, *“We’re an innovative sustainability solution,”* be specific about your category and function.

Trying to be too many things

→ Don’t overload your product definition by combining multiple categories. For example, trying to say you’re both a *“data analytics tool”* and a *“compliance platform”* can confuse your audience. Stick to the one category that best captures your product.

Good example

Good example from SatVu of a clearly spelled out product, it’s uniqueness and possible applications. Easy-to understand, jargon-free language, plus you get all this information within the first few seconds of visiting their home page.

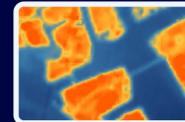
High resolution thermal data from space for a safer and more sustainable Earth

CONTACT SATVU

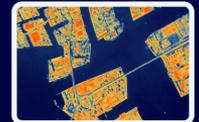
Unlocking insights that existing technologies can't



Visible imagery only shows the outside of structures during the day



Other commercially available thermal imagery e.g. Landsat is much lower resolution (around 100 m).



SatVu's high-resolution infrared can indicate activity inside structures during the day and at night.



2. SPELL OUT WHO YOUR PRODUCT IS FOR

Who your product is for

If people don't immediately know your product is designed for them, they're probably not going to stick around to learn more. When customers see themselves in your messaging, it clicks: ***This is for me.*** That connection keeps them engaged and nudges them closer to making a decision.

Why it matters



1. It makes your message relevant

→ People need to feel like you “get” them. When you identify your audience upfront, they're more likely to pay attention. You're answering their unspoken question: “Is this for me?”

2. It keeps them engaged

→ If someone recognizes themselves in your messaging, they'll be much more likely to keep reading, exploring, or even clicking that “Book a Demo” button. Without this clarity, they might just move on, thinking, “This probably isn't what I'm looking for.”

3. It helps you speak their language

→ When you know exactly who you're talking to, it's easier to craft a message that addresses their unique challenges, goals, and priorities.

Good example

Emitwise is doing a great job clearly spelling out who their product is for. It gives a compelling reason for their ICP to keep reading.



Who your product is for

How to clearly define your audience



Be direct and specific

→ Skip the generic stuff. Instead of saying, “We help businesses reduce waste,” try, “We help food manufacturers cut packaging waste by 30%.” Or, “Our platform is designed for renewable energy developers looking to simplify storage optimization.”

Break it down by personas

→ Think about the key people you’re targeting: Who are they? What industry do they work in? What’s their pain point?

Common mistakes to avoid



Being too broad

→ Don’t try to appeal to everyone—it dilutes your message and confuses your audience.

Overcomplicating it

→ Keep your descriptions simple and free of jargon. Nobody has time to decode what you mean.

Bad example

How not to do it:

- Be vague about what you are: an accounting system? An analytics software? Etc.
- Do not spell out who you’re for: are you an enterprise solution? Do you focus on a specific sector? Are you best suited for a specific division within an organisation?
- Leave your prospects guessing what on Earth do you do and whether your product is for them

**Focus on impact,
leave the data to us.**

TRACT streamlines sustainability measurement to accelerate supply chain transformation.

GET STARTED



3. EXPLAIN HOW IS YOUR PRODUCT DIFFERENT

How is your product different

When potential customers learn about your product, one of the first questions they'll ask is: **"Why should I choose this over what I already use—or over other options?"** Your product's differentiation is a cornerstone of positioning. Without it, prospects are likely to stick with the status quo or turn to competitors.

Why it matters



1. It justifies change

→ People don't like change. You need to give them a compelling reason to switch from the status quo. Differentiation answers the question: "Why is this worth my time, effort, and money?"

2. It highlights your unique value

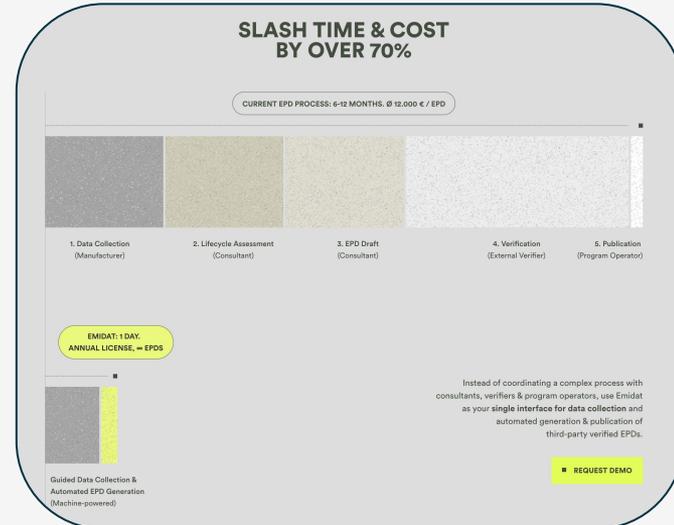
→ Differentiation isn't just about being different for the sake of it—it's about showcasing the unique value you bring to the table. For example, are you faster? Cheaper? Easier to use? Whatever it is, this is your moment to shine.

3. It helps you stand out

- In crowded markets, it's easy to get lost in the noise. Differentiation ensures your product doesn't just blend in with everything else.
- It's how you make sure people remember your solution.

Good example

Emidat are doing a great job by visualising their differentiation and comparing their advanced technology to the status quo – the lengthy, expensive and burdensome process.



How is your product different

How to articulate your differentiation



Pinpoint what makes you unique

→ Start by identifying the key features, benefits, or outcomes that set you apart

Focus on customer value

→ Don't just list what makes you different—explain why it matters to your audience. E.g. *“Unlike traditional solar storage, our system uses AI to optimize energy, cutting energy costs by 30%.”*

Challenge the status quo

→ Sometimes, your biggest competitor is the customer's current way of doing things. Show them why the status quo isn't enough anymore. For instance: *“Manually tracking emissions data is time-consuming and prone to errors. Our automated platform ensures accuracy and saves hours of work.”*

Common mistakes to avoid



Being too vague

→ Avoid generic claims like, *“We're the best solution.”* Be specific about what you offer and how it's different.

Overloading with features

→ Your customers don't want a laundry list of features—they want to know what those features mean for them.

Bad example

How not to do it:

- List multiple claims that no one will remember
- Be vague and provide no specifics about most of them
- Use commoditised language that anyone else can use to describe their product

carbmee Company Solutions Product

What sets carbmee apart

- **Fast carbon transparency**
Achieve Scope 1, 2, and 3 emissions precision within 21 days by streamlining data (primary and secondary) from your ERP.
- **All-In-One Platform**
Combine Carbon Accounting, Product Carbon Footprints (LCA), and supply chain emissions (scope 3) in one platform.
- **Trustworthy supplier engagement**
Build trust and accountability with extensive supplier networks through transparent communication, precise data, and shared insights.
- **Precision**
Grow according to your requirements using spend-based, activity-based, and supplier-specific calculations.
- **Flexibility**
Create value without complexity as the EIS connects to your enterprise systems and other applications.
- **Chosen by global enterprises**
Our pioneering platform and unparalleled industry expertise have made us the trusted partner of leading global brands.



4. WRITE CLEAR VALUE PROPOSITION

Value proposition

It's the ultimate promise your product makes to customers—**the big win they can achieve by choosing you**. Unlike a tagline (e.g., “Just Do It” or “I’m Lovin’ It”), your value proposition isn’t about catchy slogans. It’s a clear, straightforward statement that introduces your product or company and explains why it’s worth your customers’ attention.

Why it matters



1. It communicates the big win

- Your value proposition answers the customer’s most important question: “What’s in it for me?”
- It focuses on the core outcome or benefit they’ll achieve by using your product.

2. It guides all other messaging

- Your value proposition serves as the foundation for the rest of your messaging.

3. It drives conversions

- When prospects clearly understand the value you offer, they’re more likely to take the next step—whether that’s signing up for a demo, requesting a quote, or making a purchase.

Good example

This value proposition follows the three key principles:

Clarity: People should be able to understand your value prop regardless of how technical your product is.

Uniqueness: A value prop reflects your unique value and shows people why they should choose you over the alternatives. It highlights what makes your product special.

Truth: It should be something your product can truly deliver

The easiest way to save fuel.

The airlines’ preferred AI digital software to save fuel and reach their net zero 2050 goals.

Discover SkyBreathe® platform

Book a demo

- Save up to 5% of your fuel cost
- Leverage your flight operations data
- Engage all stakeholders around fuel efficiency

Kudos! You saved 41,319 kg of fuel last month applying 12 Best Practices.

Your AI-Assistant has detected 23 opportunities to save more.



Value proposition

How to write your value proposition



Focus on the customer

→ Your value proposition isn't about you—it's about what your customers get. Highlight the biggest benefit or outcome they'll achieve. E.g. *"Reduce energy costs by 30% with our AI-powered solar storage solution."*

Include the what and the why

→ A great value proposition explains: what your product is & why it matters to your audience. E.g. *"A supply chain tracking tool that reduces waste and improves efficiency, helping you save money while meeting sustainability goals."*

3. Keep it short and sweet

→ Your value proposition should be one or two sentences max. It's not the place for long explanations—save those for later in your messaging.

Common mistakes to avoid



Using vague or generic statements

→ Avoid statements like, "We're the best in the business" or "A groundbreaking solution for all your needs." Customers need specifics.

Overloading with features

→ Your value proposition should focus on the outcome, not a list of product features.

Bad example

Terrible way to introduce the company: talking about high level problems, making abstract claims, and providing zero information about specific outcomes you help to deliver.

New materials for a better future

More than ever we need materials technology and innovation to help us tackle some of our pressing challenges, such as climate change, for humans and the planet.

Next generation catalysts & electrodes for green hydrogen production

We are at the forefront of pioneering next generation catalysts and electrodes for green hydrogen production, in a path towards accelerating decarbonization of the global economy.

Matteson's patented solutions rely on novel non-PGM materials, developed using an innovative nanotechnology that sets a new standard for alkaline and AEM electrolysis.





5. OUTLINE THE BENEFITS FOR YOUR CUSTOMER

Outline the benefits

When communicating about your product, do not get caught up in talking about just features and technology. What your customers really care about is how your product benefits them. Highlighting benefits over features answers the all-important question: **“What’s in it for me?”**

Why it matters



1. Connects to customer needs

→ Features are abstract until they’re tied to an outcome. E.g.

- **Feature:** *“Our solution offers real-time emissions tracking.”*
- **Benefit:** *“You’ll be able to cut emissions faster and meet ESG goals ahead of schedule.”*

2. Drives decision-making

→ People don’t buy products—they buy solutions to their problems. Framing the benefits of your product shows how it solves real-world challenges.

3. Creates emotional resonance

→ Benefits help customers envision their future with your product. It’s not just about functionality; it’s about making their lives easier, more profitable, or more sustainable.

Good example

Emidat are outlining the three key benefits for their ICP in a clear, concise and customer-centric way.

01. SIMPLE, GUIDED & AUTOMATIC PROCESSING

Seamlessly gather required data with our smart interface.

Benefit from intelligent recommendations and automatic data matches.

02. VISUAL ANALYSIS OF ENVIRONMENTAL IMPACT

Gain valuable insights into your product’s environmental data through useful visualizations.

Identify key areas of your product’s footprint and receive intelligent suggestions for cost-effective reduction.

03. EASILY GENERATE & VERIFY EPDS

Generate standard-compliant & automatically verified EPDs with a few clicks.

Our software and all generated EPDs are verified by our verification partners.

Select your publishing partner based on your target market when you’re ready to release an EPD.



Outline the benefits

How to outline benefits



Translate features into outcomes

→ Every feature should be tied to a specific benefit. E.g. “Automated energy usage reports” becomes “Save hours of manual work while cutting energy costs.”

Speak your customer’s language

→ Avoid technical jargon and focus on what matters to them. E.g. “Cut operating costs by 15% while staying compliant with regulations.”

Showcase measurable results

→ Use data, case studies, or testimonials to back up your claims. E.g. “Customers using our solution reduced energy waste by 20% in six months.”

Common mistakes to avoid



Focusing only on features

→ Don’t leave it to the customer to figure out why your features matter—spell it out for them.

Ignoring emotional benefits

→ Customers also value peace of mind, trust, and alignment with their values. E.g. “Feel confident knowing your operations align with sustainability goals.”

Good example

NextSense are highlighting three key benefits of their platform for the ICP:

- Written in a customer-centric way
- Focusing on the outcome for their audience
- Area for improvement – adding measurable results

01 Insights & Signage

Gain valuable insights to better understand your building, whether it's for asset management requirements or fostering interaction between your building and its tenants.

[Learn more](#)

02 Reporting & Consultation

Access detailed performance reports aligned with ESG standards for each asset, supported by our team to identify areas of improvement and guidance on enhancement strategies.

[Learn more](#)

03 AI Control & Optimisation

Achieve peak performance by entrusting AI to control and balance your building, harmonizing it with nature for the ultimate optimization in line with sustainability goals.

[Learn more](#)



6. CREATE URGENCY

Create urgency

Without urgency, even the most groundbreaking climate tech solution can fall into the “nice-to-have” category rather than the “must-have” one. Creating urgency isn’t about pressure tactics—**it’s about crafting a strategic story that highlights why now is the time to act.** Your story needs to show why the old ways of doing things are no longer good enough and why your product is the better, smarter alternative. In short, it’s about answering the question: “Why now?”

Why it matters



1. Positions your product as essential

→ Urgency reframes your product from being a future consideration to a current necessity.

2. Creates momentum

→ A sense of urgency accelerates decision-making and shortens sales cycles.

3. Breaks through indifference

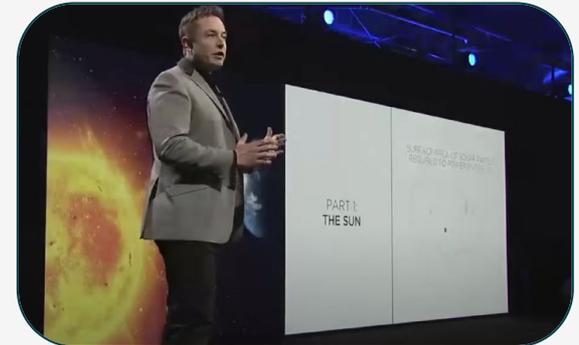
→ Many decision-makers will hesitate if they don’t see a pressing reason to change. Urgency combats inertia.

Good example

Brilliant example of creating urgency with the help of the strategic narrative come from Elon Musk and his **Tesla Powerwall Keynote.** Elon Musk does not start talking about the new product until he properly sets the context that help us understand:

- What is driving the need for this product (the big change in the world)
- What happens if we remain with status quo
- Why the old solutions were not built for purpose
- Why it’s imperative we act now
- The outcomes this new product will enable

As a result, we understand we don’t have much time if we want a better future. We need to act urgently and Tesla has the right solution.



Create urgency

How to create urgency



Explain why the old ways don't work anymore

→ Paint a clear picture of why sticking to the status quo is no longer viable. E.g. *"Relying on traditional energy grids leads to unreliable service in extreme weather events."*

Highlight the cost of waiting

→ Quantify the risks of inaction. E.g. "Every month without adopting this solution could result in 10% higher emissions and \$5,000 in lost savings."

Tie urgency to current events or trends

→ Connect your solution to real-world issues like new regulations, consumer demands, or market shifts. E.g. "With upcoming carbon taxes set to increase operational costs, adopting energy-efficient solutions now can safeguard your bottom line."

Common mistakes to avoid



Failing to provide context

→ Don't assume your audience understands why urgency exists. Lay out the stakes clearly.

Ignoring the flaws in the status quo

→ If you don't address why traditional methods fall short, you miss the chance to make your case.

No consequences of inaction

→ Without showing the risks of doing nothing, your audience may not feel compelled to act.

Good example

Another great example of creating urgency with the help of the strategic story. Here's how it comes together in this: [Emitwise video](#).

- **Change:** investors & regulators require ESG disclosures
- **Stakes:** businesses that failed to become digital-first have now perished. Same will have with those who fail to adapt to ESG requirements
- **Villain:** Old tools of gathering and analysing carbon data have not been built for purpose
- **Ideal case:** Being part of the 'Climate First Era'
- **Superpower:** The full-stack decarbonisation platform - Emitwise

Decarbonisation





7. HIGHLIGHT TANGIBLE IMPACT

Tangible impact

In the climate tech world, showing tangible impact isn't just nice to have—it's a must-have. Your stakeholders expect **real-world proof that your solution addresses critical environmental challenges and delivers measurable results**. Without it, you risk leaving them skeptical about whether your product can live up to its promises.

Why it matters



1. It builds trust

- People believe what they can see and measure. Tangible impact shows your product works in the real world.
- It reassures stakeholders that your solution is credible and not just theoretical.

2. Investors want proof

- Investors are prioritizing climate tech solutions with proven results.

3. Advocates need a story to tell

- Your champions—whether they're customers, partners, or supporters—need proof to spread the word about your solution.

Good example

A water treatment company Gradiant.com does an excellent job in translating the value of their product into the real-world examples.

You don't need to be an industry insider or a water expert to understand that what they do is exceptionally important. Because every single technical metric they track is linked to an easy-to-understand example of what it means in practice.

It's hard to imagine without the context whether the 900 metric tons of carbon emissions is little or a lot. But we all know that taking 70,000 cars off the road per day would be a great deal.

6.5B

liters of fresh water withdrawals reduced every day

equal to the water consumption of a city of 48M people

10,500

kilograms of valuable resources reclaimed every day

equal to the weight of 7 average midsize cars in the U.S.

8.5B

liters of wastewater renewed every day

enough to fill 3,388 Olympic-sized swimming pools

1,500

megawatt hours saved in electricity consumption every day

equal to powering 53,000 U.S. homes

950

metric tons of carbon emissions avoided every day

equal to taking 76,000 cars off the road in the U.S.

Tangible impact

How to showcase tangible impact



Lead with measurable results

→ Numbers speak louder than buzzwords. E.g. *“Our platform reduced operational emissions by 30% for five clients in under a year.”*

Make it visual

→ Use before-and-after photos, data visualizations, or infographics to make your impact easy to grasp at a glance.

Connect to the bigger picture

→ Show how your results tie into broader goals. E.g. *“By reducing waste in the supply chain, our solution contributes to lowering global food system emissions by 5%.”*

Common mistakes to avoid



Forgetting real-world relevance

→ Don't just talk about what your technology could do—show what it's actually done.

Skipping the numbers

→ Data matters. If you don't backup your claims with measurable outcomes, you risk losing credibility.

Good example

Logistics company CtrlChain does a good job by providing a live regular update of their impact. Moreover, they don't just post their numbers - they are explaining how they do their calculations, to ensure credibility and trust.

Live overview

The overview of kilometres driven and CO2 offset
Status update: 10 Dec 2024



GREEN LOGISTICS

We envision an automated logistics ecosystem where no carrier ever has to do an empty run again. With that, we aim to transform the industry by data-driven innovation that reduces waste and supports positive change.

How do we do that?

We calculate CO2 emissions for every shipment booked via the CtrlChain system and offset 100% of them at all times. Our customers can pledge to compensate for their mileage too. This way we can truly make an impact and offset the emissions by up to 200% in total.



8. MARRY SUSTAINABILITY & PROFITABILITY

Marry sustainability & profitability

As a climate tech founder, you're all in on creating a sustainable future—but not everyone in your audience will be as enthusiastic. Some stakeholders, especially CFOs and other decision-makers, will approach your product with skepticism. They'll want answers about ROI, switching costs, and the trade-offs involved before they're willing to commit. Your messaging needs to bridge the gap between idealism and practicality by **proving that sustainability doesn't have to come at the expense of profitability**. This balance is critical to winning over even the most skeptical decision-makers.

Why it matters



1. Convincing pragmatic stakeholders

→ Many buyers care more about the financial impact than the environmental mission. Show them how your solution delivers on both.

2. Demonstrating ROI

→ Buyers want to see tangible financial gains, whether through cost savings, increased efficiency, or stronger market positioning.

3. Building long-term viability

→ Solutions that combine sustainability with profitability create lasting value and inspire trust from stakeholders.

Good example

With the help of a case study, CltrChain are doing a fantastic job demonstrating before and after implementing their solution. Concrete numbers, specific results, concrete savings and positive financial impact - that's what all potential clients want to see.



CHALLENGE

Before a partnership with CtrlChain, CTS worked with a variety of fragmented systems. As a result, they had to manage different aspects of transportation, such as order booking and tracking, carrier details, and status updates across multiple platforms. This caused significant delays and frustration across operational departments. **Each department member was flooded with an average of 250 update emails per day**, even further increasing the complexity of their tasks.

Due to the fragmentation, administrative tasks for each of the 20 daily orders **used to take from 30 to 90 minutes to complete**. During peak periods, this translated to up to 90 minutes per order, accumulating to a staggering 1800 minutes, or 30 hours, each day.

Seeking a more efficient solution, CTS approached CtrlChain, hoping to unify operations under a single, reliable system.

Marry sustainability & profitability

How to balance sustainability & profitability



Highlight cost savings and efficiency

→ Show how your product improves operations while saving money. E.g. *“Our solution reduces energy costs by 20% annually.”*

Provide clear ROI metrics

→ Backup your claims with numbers. E.g. *“Clients using our platform have seen an average of \$50,000 in annual cost savings.”*

Position as future-ready

→ Demonstrate how your product helps businesses stay ahead of regulations and market shifts. E.g. *“Our solution ensures compliance with 2030 emissions targets, protecting you from future penalties.”*

Common mistakes to avoid



Focusing solely on idealism

→ Passion for sustainability is admirable, but it won't resonate with everyone. Tie it to clear business benefits.

Skipping financial value

→ Don't overlook the economic benefits your solution brings to the table.

Bad example

Here's an example of a company that does a wonderful thing: it replaces plastic packaging with compostable one. Throughout its website, the company does a great job explaining why plastic packaging is bad, how it harms our environment and our health. BUT... Unfortunately, it has built a zero case for an economic buyer. The important questions such as 'What is the ROI of the compostable packaging?'; 'Will I be able to sell more goods with it?'; 'How does this align with my customers' expectations?'; 'How can I promote such new initiative and what could be the benefits?' remain unanswered.



The challenge with conventional flexible plastic packaging

The challenge with conventional flexible plastic packaging is that it is **nearly impossible to technically recycle thin films** and multilayered plastic packaging and it is surely isn't economically viable to do so. This results in recycling levels for flexible packaging that hover around 3% even in the most advanced markets such as the EU, the rest is being sent to incineration or landfill, or even worse, left in the open environment, polluting our oceans, soil and water.

For this reason, **flexible packaging is uniquely focusing on flexible and multilayered packaging**, a type of packaging that while vital for our global supply chain, is not technically or economically viable for recycling and is causing a major pollution challenge worldwide.

If your packaging is certified 'compostable', you can be sure that it will disintegrate within—at most—180 days under compost conditions. We believe that by providing a certified compostable alternative for this non-recyclable material our company is offering a circular solution to its clients that can revolutionize the approach to flexible packaging which is essential for a **transition towards a circular economy** to a more sustainable future.

About the author

Hi there, and welcome. I'm glad you're here.

Like you, I am driven by the urgency to create positive change in our world. Watching governments and corporations fall short in protecting our planet and people is frustrating, and like many in the sustainability space, I'd like to make a difference.

For me, this is also personal. I want my kids to inherit a world with a stable climate, enjoy walking in green forests without worrying about their food and water being polluted by microplastics. That's why I pivoted from a 15-year career in SaaS sales and marketing to focus on climate and impact tech.

My goal is to assist and support as many founders as possible in making their products successful, contributing to a more sustainable future.

As a positioning and messaging expert specialising in complex technical products, I excel in crafting compelling business narratives. My unique skill lies in translating technical jargon into a clear and concise value proposition.

If weak storytelling and unclear messaging are holding your startup back, let's change that – and help your innovation make the impact it deserves.

Drop me a line at lana@lanaandican.com or connect/DM via [LinkedIn](#).

