Aloola

INTERNAL BRIEF

Positioning and Messaging Brief

Who we serve, the problem we solve, and how we talk about it. The source of truth for every page, post, pitch, and prompt.

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AT A GLANCE

Your product is great. Your brand should be too.

WHO	Seed to pre-Series A founders, primarily tech and SaaS
WHAT	Brand strategy, identity, a converting website, and an AI-powered content system, delivered as one engagement
HOW	Fixed scope, weeks not quarters, with SOPs and Loom walkthroughs so the team can run it after handoff
WHY US	Operator-led. Built by someone who has run brand and marketing inside venture-backed startups, not advised from the outside

01 Market Problem

Early-stage founders raise a round and hit a wall almost immediately. The product is real, the traction is starting, but the brand still looks like a side project.

They know they need positioning, a website, and a way to keep producing content, but they don't have the headcount or the need yet for a full-time marketing hire.

So they patch together a solution

VENDOR 1

A freelancer

for a logo.

VENDOR 2

A strategist

for a positioning deck that never gets built.

VENDOR 3

A web shop

for a site that doesn't reflect the strategy.

Each vendor solves one piece and none of them talk to each other. Timelines stretch from weeks into months. By the time everything ships, the round has moved on, or the founder has spent time managing vendors instead of running the company.

Traditional agencies make it worse

- Most force a choice between a strategist who can think but not build, and an executor who can build but has no judgment about what to build.
- Enterprise agencies bring process and price tags built for companies three stages further along.
- Freelancers bring speed but no strategic backbone.

> **The gap: a partner who thinks and builds at once, moves at founder speed, and leaves behind a system the founder's team can run without them.**

02 Ideal Customer Persona

PRIMARY AUDIENCE

Early-stage, founder-led companies, primarily tech and SaaS, seed through pre-Series A

Founders (or the first non-founder marketing hire) at companies that have raised a seed round or are heading toward Series A.

SECONDARY AUDIENCE

Founder-led, high-growth companies outside of tech, where the same problem applies. Aloola is built around the founder-led, high-growth profile rather than a specific industry.

What they're like

- Resourceful and fast-moving, used to doing everything themselves, and now hitting the limit of what they can DIY.
- No full-time Head of Marketing, and no need for one full-time yet.
- Constantly weighing investors' and enterprise buyers' first impressions, whether they say so out loud or not.
- Know their current brand undersells what they've actually built.
- Value speed, clear scope, and someone who has actually done the job before, not someone advising from the outside.

Top problems Aloola solves

- No senior marketing judgment in-house, and no need yet to hire it full-time
- A choice between a strategist who can't execute and an executor with no strategic backbone
- Brand, web, and content coming from separate vendors that don't operate as one system
- No time for a slow-moving agency process while trying to hit fundraising or GTM milestones
- No way to keep producing on-brand content once the initial engagement ends

Use cases

USE CASE 01

Pre-raise credibility

A founder is heading into a Series A and needs their brand, site, and positioning to hold up under investor scrutiny. They need it built in weeks, not quarters, with no room for a missed deadline.

USE CASE 02

Post-seed foundation

A founder just closed a seed round and has no brand or marketing function yet. They need the essentials built fast: identity, homepage, positioning and messaging, one core persona.

USE CASE 03

Refresh, not rebuild

A founder has an existing brand that no longer matches the business. They don't want to start from zero. They want someone to build from what's already there.

USE CASE 04

Content without a hire

A founder needs a steady content engine (blog, SEO, social) but can't justify a marketing hire yet. They need a system trained on their brand voice that a single prompt can operate.

03 Customer Pain Points

WHAT FOUNDERS SAY	HOW IT FEELS	BRAND OPPORTUNITY
"I need to look credible to investors and enterprise buyers, but I don't have a marketing hire yet."	Urgency, imposter feeling, pressure	**Credibility, confidence**
"I've hired for this before and got either a pretty logo with no strategy, or a strategy deck that never got built."	Distrust, wasted budget, frustration	**Follow-through, proof**
"My brand, my site, and my content all come from different people and don't feel like the same company."	Fragmentation, overwhelm	**Cohesion, one system**
"I don't have time to manage a 12-month agency roadmap or a slow back-and-forth process."	Impatience, time pressure	**Speed, clarity**
"Once the agency's gone, I'm stuck without a way to keep this going."	Dependency, anxiety	**Independence, ownership**

04 Problem, Effects, Solution and Impact

Audience: Founders

MOTIVATIONS	Look credible to investors and buyers, get a brand and marketing system without a full-time hire, move fast without losing strategic depth, be able to run it themselves after launch.
PROBLEM STATE	A founder raises a round and hits a wall. They know the product but not how to position it. They hire a freelancer for a logo, a strategist for a deck, a web shop for a site, and none of them talk to each other. The process drags from weeks into months, and the brand that comes out the other side still looks earlier stage than the business actually is.
PROBLEM EFFECTS	Founders lose credibility in the moments that matter most (a Series A pitch, an enterprise sales call) to a brand that undersells their traction. Round budget goes into assembling a patchwork of vendors instead of one system. Founder time goes into managing vendors instead of running the company.
SOLUTION STATE	Aloola runs discovery and strategy first, then builds brand identity, a converting website, positioning and messaging, and a trained AI content system, in one integrated engagement delivered in weeks with fixed scope. Every project ends with documented SOPs and Loom walkthroughs so the founder's team can run independently after handoff.
SOLUTION IMPACT	Founders show up to their next round or their next deal looking like the company they're becoming, not the company they were three months ago. Brand, web, and content function as one system instead of three disconnected vendor relationships, and that system keeps running after Aloola is gone.

THE MESSAGE

"Aloola gets you looking like your next round before you close it. Senior brand strategy, a site built to convert, and an AI-powered content engine, delivered in weeks by someone who's actually built this inside a startup before, not advised it from the outside."

05 Positioning

INTERNAL POSITIONING STATEMENT

For seed-to-Series-A founders who need their brand, website, and marketing to catch up to their traction without hiring a full-time marketing team, Aloola is the senior-level brand and marketing partner that combines strategic positioning work with fast, fixed-scope execution and a documented handoff.

Unlike traditional agencies that separate strategy from execution, or freelancers who execute without judgment, Aloola delivers both in one system, built by an operator who has run brand and marketing inside venture-backed startups from first hire through Series B.

> TAGLINE EXPANSION
>
> Aloola gives founders the brand of the company they're becoming, not the company they were three months ago.

Key positioning pillars

PILLAR 01

Operator-led, not advisor-led

Built by someone who has run brand and marketing inside venture-backed startups from seed through Series B and acquisition, not a strategist consulting from the outside.

PILLAR 02

Strategy and execution in one system

No split between the person who thinks and the person who builds. Positioning, identity, web, and content all come out of one integrated process.

PILLAR 03

Fixed scope, fast timelines

Weeks, not quarters. Packaged pricing, not open-ended hourly billing. A defined finish line set before the engagement starts.

PILLAR 04

Built to outlive the engagement

SOPs, Loom walkthroughs, and an AI content system trained on the founder's brand voice, so the team can run independently once Aloola is gone.

06 Messaging

BRAND PROMISE

"Aloola gives founders the brand, website, and marketing system to look like the company they're becoming, built fast, built right, and built to run without us."

Boilerplate by length

250 WORDS

About pages, decks, partner intros

Aloola is a brand and marketing agency built for founders who need to move fast without sacrificing strategic depth. Most early-stage teams end up choosing between a marketing strategist who can't execute and an executor with no judgment about what to build. Aloola closes that gap by combining both in a single system.

The process starts with strategy, not a mood board. Positioning, personas, and messaging come first, because a brand is not a logo, it's the language, the choices, and the experience a company gives its customers and investors. From there, Aloola builds the visual identity, a Webflow site designed to convert and to look like the round the founder already raised, and a content engine trained on the founder's own brand voice that can take an idea from prompt to published post.

Every engagement runs on a fixed scope and a clear timeline, typically one to six weeks depending on the package, because founders don't have time for a 12-month roadmap or a black box process. And every engagement ends the same way: documented SOPs and Loom walkthroughs so the founder's team can run the brand, the site, and the content system without needing Aloola again.

Founded by an operator who has built brand and marketing functions inside five venture-backed startups, from first hire through Series B and acquisition, Aloola isn't theorizing about what early-stage teams need. It's been the entire marketing department, then scaled it, then built the system so someone else could run it.

100 WORDS

Proposals, directories, bios

Aloola is a brand and marketing agency built for founders who need senior strategy and fast execution without hiring a full-time marketing team. It starts with positioning and messaging, not a mood board, then builds brand identity, a converting Webflow site, and an AI-powered content engine trained on the founder's own voice. Every project runs on fixed scope and a defined timeline, typically one to six weeks, and ends with documented SOPs and Loom walkthroughs so the founder's team can run independently afterward. Built by an operator who has run marketing inside five venture-backed startups, not advised from the outside.

50 WORDS

Social bios, listings

Aloola gives founders senior brand strategy, web design, and AI-powered marketing systems, without the cost of an agency or the risk of a full-time hire. Built by an operator who has run marketing inside five venture-backed startups, Aloola delivers strategy and execution together, in weeks, with a full handoff so founders can run it themselves.

25 WORDS

Aloola builds brand strategy, websites, and AI-empowered marketing systems for founders ready to level up fast, and built by someone who's done it before.

ONE LINER

Aloola: your product is great, your brand should be too.

Company headline

Senior-level brand, web, and marketing systems for founders ready to level up without hiring a full team.

Headline options

Your product is great. Your brand should be too.

Senior strategy. Flawless execution. Zero sacrifices.

Brand, web, and marketing, built as one system.

Built by someone who's done it five times before.

Taglines

Senior strategy. Flawless execution.

One system. Built to outlast the invoice.

We build it, then you run it.

Your brand, caught up to your product.

Built for the future, not just launch day.

Look like you already raised the next round.

The brand of the company you're becoming.

Founder speed, senior judgment.

Founder-facing messaging options

OPTION 01

Lead with the credibility gap

You raised the round. Now investors and enterprise buyers expect a brand that matches it. Aloola builds senior-level brand strategy, a converting website, and a content system in weeks, so you show up looking like the company you're becoming, not the one you were three months ago.

OPTION 02

Lead with the strategist-vs-executor wedge

Most agencies make you choose between a strategist who can't execute and an executor with no judgment. Aloola closes that gap. One operator, one system, strategy and execution together, built by someone who has actually run marketing inside venture-backed startups.

OPTION 03

Lead with the system, not deliverables

Most agencies hand you a folder of deliverables and disappear. Aloola hands you a system: brand strategy, a site that converts, and an AI content engine trained on your voice, documented so your team can run it without us.

Key messages

"Built by someone who's done it 5x before"

Operator credibility, the core trust signal.

"Weeks, not quarters"

Speed as a differentiator, not just a feature.

"One prompt, a published blog post"

The AI content system as tangible proof of "built to outlive the engagement."

"Fixed scope. No scope creep. No drag."

Addresses the fear of an open-ended, ballooning engagement.

07 Value Drivers, Differentiators and Proof Points

Audience: Founders

VALUE DRIVERS

- Senior strategic judgment without a full-time hire.
- Strategy and execution from the same source, so nothing gets lost in translation between a consultant and a contractor.
- Speed: weeks, not quarters, with a fixed scope set before the engagement starts.
- A system, not a deliverable pile, that keeps running after the engagement ends.

DIFFERENTIATORS

- Operator-led, not advisor-led: built by someone who has run brand and marketing inside five venture-backed startups, from first hire through Series B and acquisition.
- Full-stack in one partner: brand strategy, identity, Webflow site, and AI-powered content operations, instead of three disconnected vendors.
- AI content system trained on the founder's own positioning and voice, so one prompt produces an on-brand, SEO-optimized, published post.
- Packaged, transparent pricing instead of hourly billing that rewards slowness.

PROOF POINTS

- Built the Roofr brand and marketing function from a team of one to eight-plus through hyper-growth, seed through Series B.
- Hired as VP of Marketing to build Hopskip's marketing, data, and AI optimization function from seed.
- Track record across additional seed-stage and YC companies.
- Direct praise from founder and executive clients on execution quality, ownership, and pace.

08 Core Values

CUSTOMER PAIN	BRAND VALUE	ALOOLA PROOF AND VALUE PROP
Fragmentation across vendors	**Cohesion**	One partner for brand strategy, identity, web, and content, working as a single system instead of three disconnected relationships.
Credibility gap with investors and enterprise buyers	**Confidence**	Brand and site built to match the founder's next stage, not their current one, so the first impression holds up under scrutiny.
Wasted spend and agency mistrust from past hires	**Follow-through**	Fixed-scope packages, transparent pricing set before the engagement starts, and a senior operator building the work firsthand.
Dependency on the agency after launch	**Independence**	Every project ends with documented SOPs, Loom walkthroughs, and an AI content system trained to run without Aloola.

09 Success Metrics

How a founder should be able to measure the value of working with Aloola.

01

Time to launch

Full brand and web foundation live in one to six weeks depending on the package (two weeks minimum for anything involving web), rather than months.

02

Vendor consolidation

One partner replacing three or more (designer, web developer, marketing strategist).

03

Investor and buyer perception

Qualitative feedback that the brand now matches the traction (e.g. "looks like they already raised the next round").

04

Content independence

Founder's team able to publish on-brand content post-handoff via the trained AI system, without an additional hire.

05

Website performance

Site engagement and conversion (demo requests, contact form submissions) post-launch.

06

Retention into retainer

Clients who continue post-project on an hourly retainer basis, signaling ongoing trust in the system delivered.

10 Features and Benefits

BRAND STRATEGY AND IDENTITY

Strategy first. Brand follows.

WHAT IT IS

Positioning, messaging, personas, and a full visual identity system, built from deep strategic work rather than a mood board.

GAIN

Get a brand that's actually rooted in strategy, not just aesthetics.

LOSS AVOIDANCE

Stop paying for a logo that has no positioning behind it.

BENEFITS

- A brand worth scaling, not just launching.
- Positioning and messaging your whole team can use in sales, hiring, and fundraising.
- A visual system built to hold up as you grow.

WEB DESIGN AND DEVELOPMENT

A site that looks like you already raised the next round.

WHAT IT IS

Webflow sites designed to convert and built to be easy for the founder's team to update on their own.

GAIN

Give investors and buyers a first impression that matches your traction.

LOSS AVOIDANCE

Stop losing credibility to a site that looks earlier stage than your business.

BENEFITS

- Conversion-focused design, not just a portfolio piece.
- Easy to update without a developer.
- Built to scale alongside future rounds and repositioning.

MARKETING AND GROWTH SYSTEMS

One prompt. A published blog post.

WHAT IT IS

AI-enabled content operations trained on the founder's brand voice, positioning, and SEO strategy, connected directly to the CMS.

GAIN

Keep GTM, content, and SEO moving without a marketing hire.

LOSS AVOIDANCE

Stop letting content stall because there's no one to own it.

BENEFITS

- Content moves from idea to live on the site with a single prompt.
- On-brand, SEO/AEO-optimized output every time.
- No dependency on Aloola to keep producing after handoff.

ORGANIZED AND DOCUMENTED

Built to be skimmed, not studied.

WHAT IT IS

Every project tracked in Notion with clear SOPs and concise Loom walkthroughs, so the founder's team can run independently after launch.

GAIN

Walk away from the engagement with a system you can actually operate.

LOSS AVOIDANCE

Stop being stuck depending on an agency to make basic changes.

BENEFITS

- Full documentation of every deliverable and decision.
- Loom walkthroughs instead of dense binders.
- A true handoff, not a slow fade-out.

11 Tone of Voice

ATTRIBUTE	PURPOSE	VERBAL EXPRESSION	VISUAL EXPRESSION
Direct	Signal confidence and cut through agency-speak	Plain language, short sentences, no hedging, calls out the real problem by name.	Clean layouts, strong contrast, minimal ornamentation.
Confident	Establish credibility as an operator, not a vendor	States positions plainly ("Brand follows strategy, not the other way around"), backed by specific proof points and named outcomes.	Bold typography, generous white space, nothing apologetic or overly soft.
Strategically grounded	Prove the thinking behind the execution	Frames every claim in terms of strategy and system, not just deliverables.	Structured, systemized layouts that visually reinforce "strategy first."
Warm	Keep the operator feel human, not corporate	Conversational, direct address ("you"), personal credibility (named clients, named outcomes).	Warm accent colors against clean neutrals, real testimonial photos over stock imagery.
Witty	Keep the confidence from tipping into stiffness	Sharp, knowing asides, a little edge when calling out agency clichés or founder pain points, humor that comes from truth rather than gimmick.	Playful copy accents in UI (button labels, empty states), unexpected but tasteful visual moments rather than pure corporate polish.

12 Writing Guidelines

CORE TONE

Direct, confident, strategically grounded, warm.

Do

- Name the real problem plainly (the strategist-vs-executor gap, the vendor patchwork, the credibility gap) before offering the solution.
- Back every claim with a specific proof point: a named client, a stage (seed to Series B), a concrete outcome.
- Speak founder to founder, not agency to client. Use "you," not "clients" or "customers."
- Lead with strategy language even in tactical sections. Brand, web, and content should always trace back to positioning.
- Keep sentences short and declarative. Confidence reads better short than long.

Don't

- Use em dashes. Use periods, commas, or restructure the sentence instead.
- Soften direct claims with hedging language ("we try to," "we hope to"). State it plainly.
- Lean on generic agency language: delve, tapestry, multifaceted, leverage, embrace, comprehensive, pivotal, foster, "in today's fast-paced world."
- Separate strategy and execution in the copy itself. Every section should imply both are happening together.
- Oversell with vague superlatives ("world-class," "best-in-class") without a concrete outcome attached.

Example rewrite

BEFORE

~~"We leverage a comprehensive, multifaceted approach to deliver best-in-class branding solutions for early-stage companies."~~

AFTER

"We start with strategy, not a mood board. Then we build the brand, the site, and the system to back it up, in weeks."

13 Analogies and Sticky Language

"Aloola is the marketing department you can't hire yet."

Senior judgment without the full-time headcount.

"Most agencies hand you deliverables. Aloola hands you a system."

The differentiator between a folder of assets and something that actually runs.

"Brand follows strategy, not the other way around."

The core sequencing argument against mood-board-first agencies.

"Built by someone who's done it 5x before, not someone advising it from the outside."

The operator-vs-consultant wedge, stated plainly.

14 Objection Handling

Q **"We're not sure what we actually need."**	That's exactly what the discovery and audit phase is for. We map what you have against where you're headed, tell you what needs improvement and what needs to be built from scratch, and you decide what to move forward with. No pressure, no guessing upfront.
Q **"Can you work with our existing brand, or do we need to start over?"**	We don't need a blank slate. If there's a foundation worth keeping, we build from it rather than starting from zero.
Q **"Why not just hire a freelancer or a full-time marketer instead?"**	A freelancer can execute a single task well, but rarely brings the strategic judgment to know what should be built in the first place. A full-time hire is a real commitment before you're ready for one. Aloola gives you the senior thinking of a marketing hire and the system to back it up, without the cost of an agency or the risk of hiring before you need to.
Q **"We don't have time for a long, drawn-out agency process."**	Neither do we. Most packages run one to six weeks from contract to final deliverables, with rush options if you need it faster. No 12-month roadmaps, no black box.
Q **"What happens after the project ends? Are we stuck needing you forever?"**	The opposite. Every engagement ends with SOPs, Loom walkthroughs, and, where applicable, an AI content system trained on your brand voice, so your team can run brand, web, and content without us. We're built so you don't need us after launch, though we're here on an hourly basis if you ever want more support.
Q **"Can we pay hourly instead of a fixed package?"**	We only offer packaged rates. Hourly billing rewards slowness. The longer something takes, the more it costs you. A package means you're paying for the outcome, not the clock, so we're incentivized to move fast rather than bill more hours.

Aloola

Look bigger, brand better.