

ACCELERATE GROWTH, CREDIBILITY & ADOPTION ACROSS INDUSTRIES

2025

# WHAT IS MARKET SHAPING?

Market shaping is a bold, strategic act of leadership.

- It's the deliberate effort by a startup or scale-up to influence how an industry evolves—rather than simply reacting to it.
- It's a strategy that creates new rules, builds ecosystems, and guides the market toward new opportunities and value.
- It's a proactive approach that positions a company not just as a player—but as a catalyst for change within its sector.

In deep tech, the winners don't wait for markets—they build them.

Market shaping turns uncertainty into opportunity, influence into growth.





# WHY LAUNCH A MARKET SHAPING STRATEGY?

#### Develop a Better Product Faster

Collaboration with industry leaders dramatically accelerates and derisks development timelines.

#### Demonstrate Authentic Product-Market Fit

Early client engagements satisfy current and future investors by validating fit and demonstrating genuine value creation.

#### Build Brand Trust

Leveraging media relationships, analyst networks, industry associations, and established thought leaders builds credibility.

#### Secure Strategic Partnerships That Matter

Deep tech success depends on ecosystem partnerships — whether technical, commercial, or regulatory.

#### Control the Industry Narrative

When you shape the conversation early, you define the market on your terms.





### Market Shaping = Strategic Opportunity Creation

Examples of our impacts across analysts, industry leaders, partners, channels and media

**STARTUP** 

**Gartner** 

#### **Industry Advocacy**

Secured early client advocacy from an industry giant. Sparked global expansion and enabled a reference case study to influence top energy sector players.

#### **Media Recognition**

Earned top-tier business & tech media exposure. Discovery Channel featured our client in its highestrated episode-boosting mainstream visibility.

## The New Hork Times

**Discovery** 

# **JANES**

# Microsoft

#### **Analyst Influence**

Developed a compelling business case that led Gartner to define a new "Low Code Mobile Application Development Platform" category—establishing our client as the enterprise use case leader.

#### **Strategic Partnership**

Apple UX experts helped improve product design. Co-funded whitepapers and case study videos positioned our client as Apple's preferred co-marketing partner.

#### **Professional Services Firms awareness** and influence

Developed and market tested the commercial strategy for the Quebec Canada quantum innovation zone to quantum heads of leading professional services firms for feedback and alignment.

#### **Sector Media Leadership**

Persuaded the top defense/security publication to publish a categorydefining feature-establishing our client as a recognized emerging leader.

#### **Industry Co-Marketing**

Partnered with Microsoft to shift sectors from rugged to cloud enabled devices. Co-branded assets and case studies drove widespread market awareness.

#### **Channel Influence**

IBM

Deloitte.

McKinsey

& Company

Launched co-marketing initiatives with AT&T. Documented ROI results drove stronger channel recommendations and broader solution adoption.

## OUR STRATEGIES DELIVER LEADING GLOBAL 500 BRANDS











































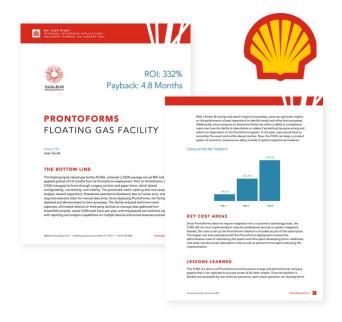






**Panasonic** 





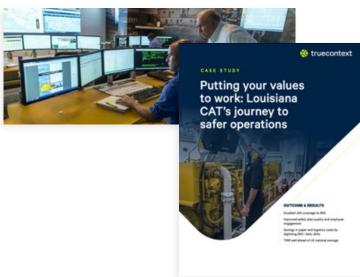
**Objective:** Quantify the operational efficiencies and impacts of improved compliance and safety measures at the world's largest FLNG facility to assess broader applicability across its global operations.

- Shell leveraged the case study to present ROI insights to operations leaders and HQ executives, fostering internal alignment.
- A Global Master Service Agreement (MSA) was signed with the innovation partner, driving increased usage and revenue growth through thousands of new users.
- The case study became the foundation for delivering credibility and sales growth across the energy sector.









#### **Objectives:**

Build global awareness within CAT's international operations and dealers of our client's emerging technology solution and positive business impacts to stimulate expanded opportunities.

#### **Outcomes:**

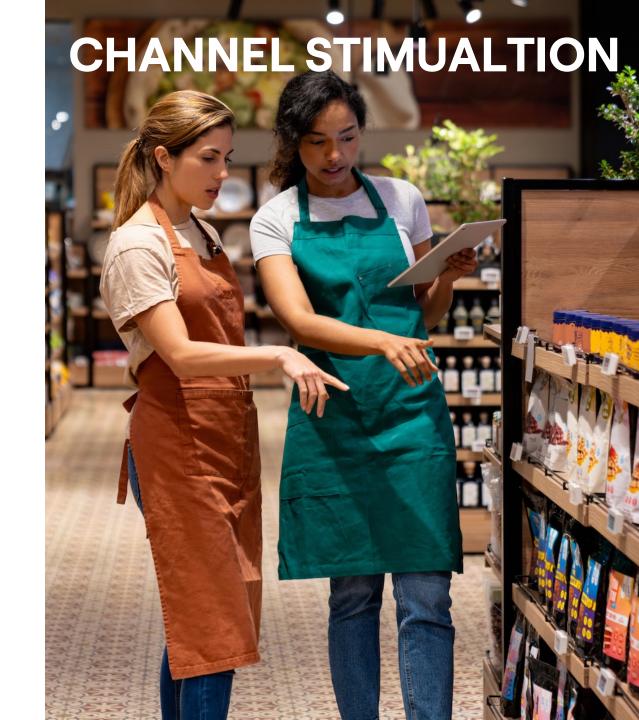
Document operational improvements achieved through innovation in work efficiency, cost savings, and compliance adherence.

- Highlighted significant operational gains while exceeding work/safety compliance standards.
- Served as an internal blueprint for automation adoption across CAT dealers.
- Positioned as a showcase solution for optimizing business processes for a Global 500 brand attracting new clients and expanding existing accounts.



**Objectives:** Document a how small and medium business in the United States are adopting innovation to meet business objectives.

- We developed a series of written and video case studies that were used across AT&T Retail and resellers channels featuring our clients' Low-Code field automation platform.
- One of the case studies, Jet's Pizza, became a national TV advertising campaign focused on innovation.
- The stories and advertising spiked awareness and engagement with resellers across America resulting in increased sales in the retail sector.









**Objectives:** Engage Apple to co-fund and c-market complementary solutions to Inspire diverse industries; medical, manufacturing, logistics, and energy, to adopt iPads empowered with custom productivity applications for field services automation.

- · Accelerated iPad adoption across multiple industries using impactful video case studies.
- Boosted our innovation client's brand awareness and sales into multiple business sectors.
- Strengthened our client's strategic position as a lead B2B co-marketing partner with Apple.
- Apple's UX experts collaborated with our clients to improve the solutions user interface





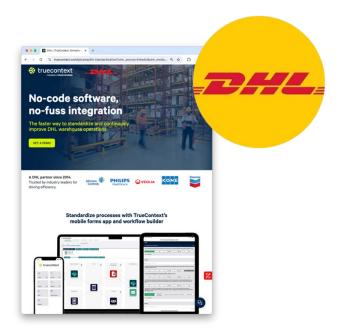


**Objectives:** Leverage industry media attention to capture Tier-one media exposure

- Northern Pixels captured positive exposure in the world's leading security and defense publication Janes.
- We leveraged this exposure to capture a feature story in The New York Times and Discovery Channel's Future Weapons (50M weekly TV viewers)
- The company was acquired by Toyota group.







**Objectives:** Document an industry leading early-stage client's experiences into a compelling case study to trigger expansions and stimulate growth in a new target sector.

- Convinced DHL to agree to case study to measure the positive impacts of adopting innovation for improving heavy equipment logistics across European operations.
- They saved thousands of hours annually via digital workflows.
- Deployed mobile workflows to optimize efficiency across diverse use cases.
- The case study became a template for DHL to reproduce the innovation deployment in multiple locations driving new revenue opportunities for our innovation client and opened multiple opportunities in a new target sector.

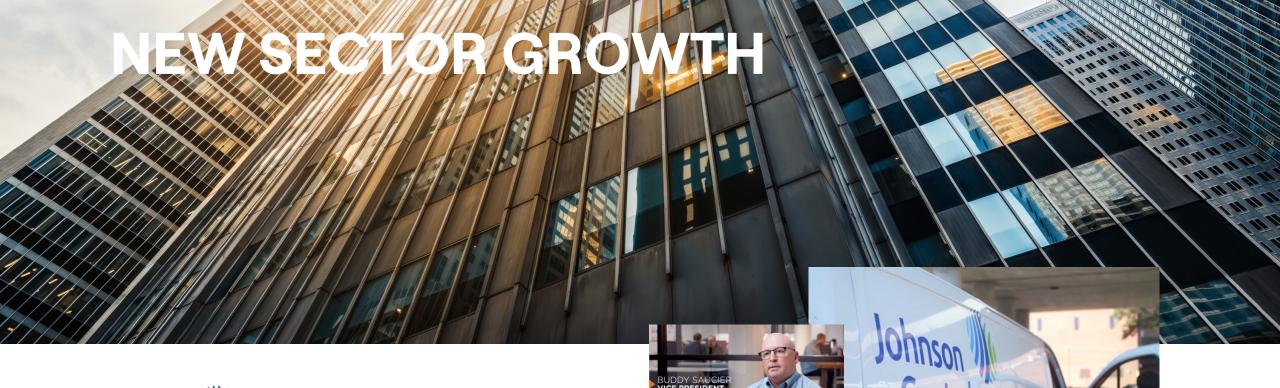




**Objectives:** Develop a strategic partnership with an established player for collaborative marketing to build brand and anchor clients.

- Panasonic has military grade intrinsically safe devices that can be used in highly sensitive security, defense, aviation and energy use
- We convinced Panasonic to co-produced video case studies to promote how the joint solution drives new levels of safety, compliance and productivity.
- The content was widely used at trade events/reseller networks driving adoption across participating brands boosting sales for our innovation client.







**Objectives:** Demonstrate the solution's impact on asset lifecycle operations, including installation, maintenance, service, and replacement for a new target sector for our client.

- We engaged JCl with advocacy options, including a deep dive ROI video and shorter social media video highlighting their service level improvements for clients with our clients' technology.
- The video grew adoption internally at JCI, boosting sales and achieving cost savings.
- Attracted new manufacturing clients in the sector by showcasing increased annual sales and long-term commitments through compelling storytelling.

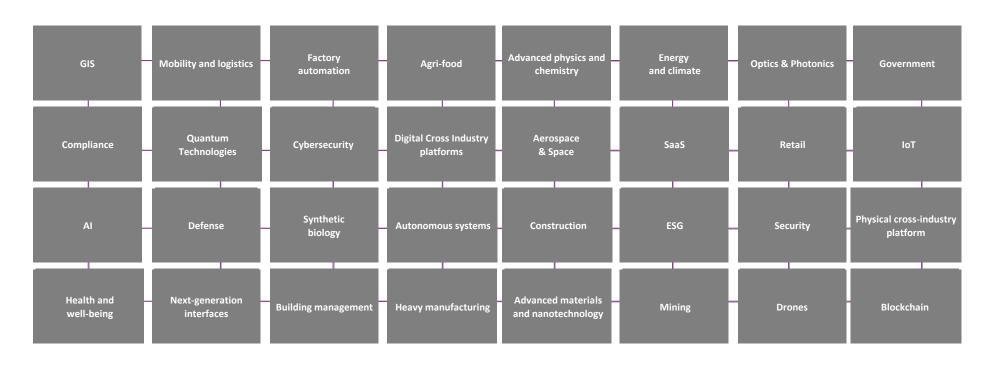


**Objectives:** The Canadian Quantum Innovation Zone (\$435M funded) faced three significant hurdles achieving commercial success. They required a strategy that would improve their brand awareness, strengthen the success rate of Quantum tech startups and evolve the Zone into a commercially self funded sustainable success.

- Northern Pixels was contracted to develop the commercial strategy, and we engaged leading global thought leaders from IBM, Deloitte, McKinsey, Goldman Sachs, Amazon, other Quantum tech zones... to market-test the strategy and tactics to build consensus among stakeholders.
- The approach demonstrated that aligning global experts, helped align diverse private, public and partner stakeholders to a common goal.



### The Leader in Deep Tech Market Shaping











































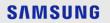






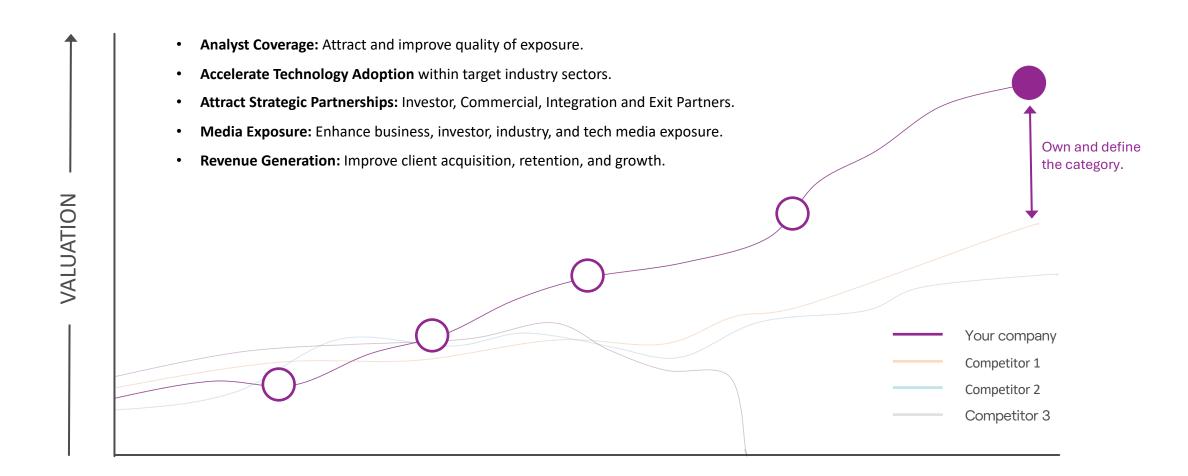








### MARKET SHAPING DRIVES BUSINESS RESULTS





### NORTHERN PIXELS

We're the only marketing agency founded by tech startup leaders who have built, scaled, and exited startups.







#### **Acquired by Battery Ventures**

"Mark has a powerful ability to surround himself with great people. He and his team crafted and executed a marketing strategy that significantly boosted our brand awareness and credibility. This not only fueled our sales growth but also established us as the leading enterprise solution in our product category."



Alvaro Pombo Founder & CEO, TrueContext

#### **Acquired by Toyota Group**

"Northern Pixels was instrumental in shaping our foundational marketing strategy and catapulting us onto the global stage. Their expertise secured us top-tier coverage in leading business and industry media, firmly establishing our position as an emerging category leader."



Eric Bergeron
Founder & CEO, Optosecurity

#### \$435M-Funded

"Northern Pixels crafted a groundbreaking commercial strategy that directly confronted the most pressing challenges within the Quantum Zone. At its core, the strategy empowered quantum startups, significantly enhancing their chances of success while creating a ripple effect to draw even more innovators into the zone. By securing validation from leading global experts in quantum technology and business, they not only built unparalleled confidence in the plan but also established a bold, forward-thinking blueprint for the future of the industry."



Richard St-Pierre Managing Director, DistriQ Quantum Innovation Zone





The only marketing agency founded by leaders who have built, scaled, and exited deep and advanced tech startups.



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- 100+ market shaping programs
- Global 500 customers delivered to clients
- Industry leading partnerships established

Ready to learn more?

**BOOK A MEETING**