

# AI & DEEP TECH MARKET SHAPING 2026



ACCELERATE CREDIBILITY & ADOPTION ACROSS INDUSTRIES

# 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 AI and deep tech, the winners don't wait for markets — they build them. Market shaping turns uncertainty into opportunity, influence into growth.**



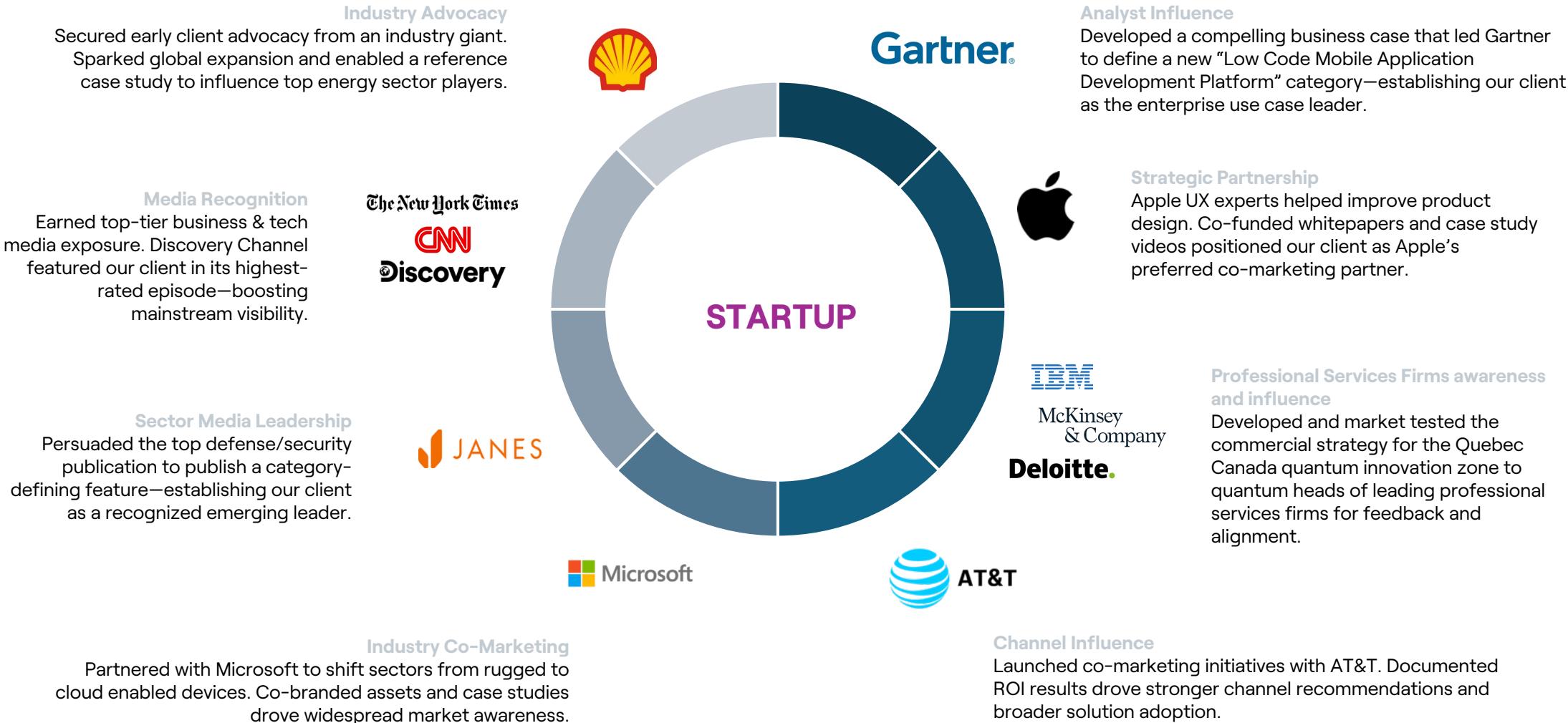
# WHY LAUNCH A MARKET SHAPING STRATEGY?

- **Defensible Differentiation:** Move beyond the “AI wrapper” stigma and stand out with unique data, proprietary workflows, or technical innovation.
- **Strategic Investor Attraction:** Build market credibility to secure strategic and venture investment.
- **Enterprise Sales Acceleration:** Leverage advocacy, analyst relationships, and customer references to shorten sales cycles.
- **Category Definition Before Incumbents:** Define the market before big tech or copycat competitors can commoditize it.
- **Trusted Brand Story:** Build media and analyst recognition – so clients and buyers follow the leaders, not the noise.



# Market Shaping = Strategic Opportunity Creation

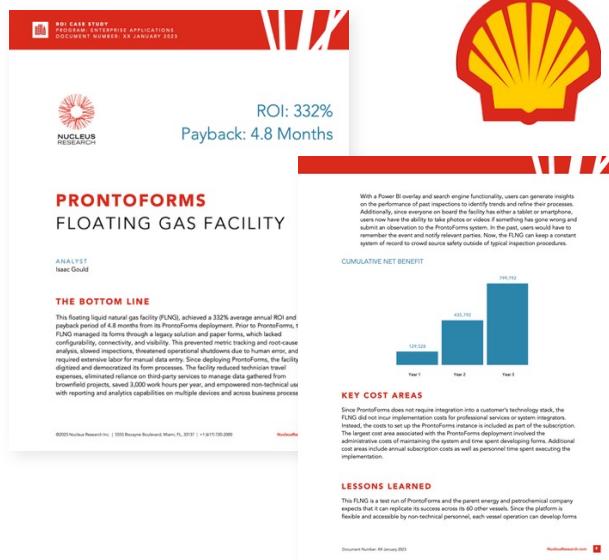
*Examples of our impacts across analysts, industry leaders, partners, channels and media*



# OUR STRATEGIES DELIVER LEADING GLOBAL 500 BRANDS



# SECTOR AWARENESS



**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.

## Outcomes:

- 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.



# ACCOUNT GROWTH



## 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.

# CHANNEL STIMUALTION



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

**Outcomes:**

- 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.



# STRATEGIC PARTNERSHIPS



**Objectives:** Partner with Apple to co-fund and co-market customized iPad-based solutions that empower field service automation across key industries—including medical, manufacturing, logistics, and energy—through tailored productivity applications.

**Outcomes:**

- 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 solution's user interface

# MEDIA EXPOSURE



OPTO SECURITY

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

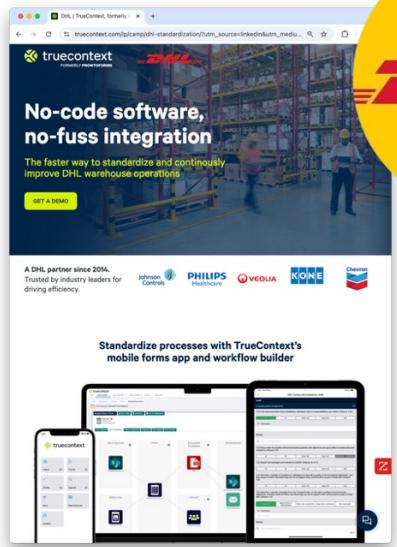
**Outcomes:**

- 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.

The New York Times

Discovery

JANES



**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.

**Outcomes:**

- 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.



# OPEN NEW MARKETS

# SPECIALIZED SECTORS



**Panasonic**  
**TOUGH PAD**

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

**Outcomes:**

- Panasonic has military grade intrinsically safe devices that can be used in highly sensitive security, defense, aviation and energy use cases.
- 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.



# NEW SECTOR GROWTH



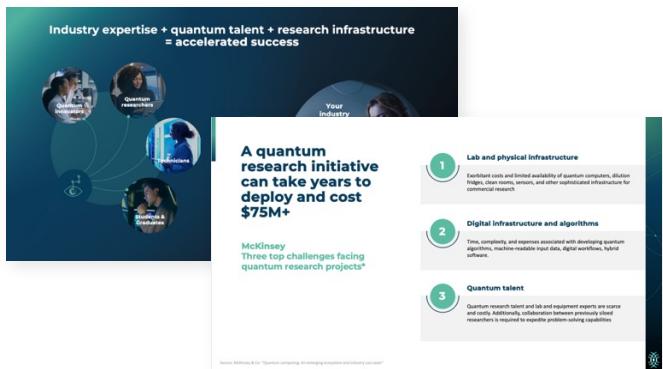
**Objectives:** Demonstrate the solution's impact on asset lifecycle operations, including installation, maintenance, service, and replacement for a new target sector for our client.

**Outcomes:**

- We engaged JCI 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.



# LEVERAGE TARGET SECTOR ECOSYSTEM LEADERS

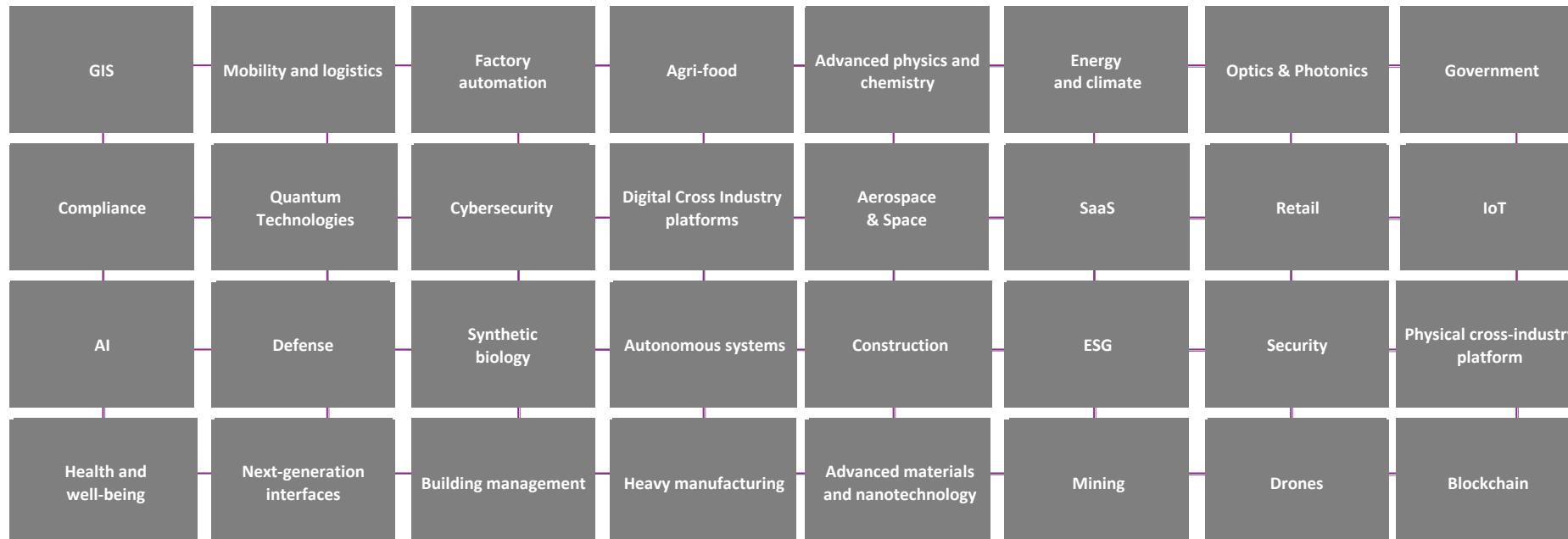


**Objectives:** The Canadian Quantum Innovation Zone (\$435M funded) faced three significant hurdles achieving commercial success. They required a strategy that would improve their brand awareness, strengthen the success rate of Quantum tech startups and evolve the Zone into a commercially self funded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

## Outcomes:

- 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 AI & Deep Tech Market Shaping



Including co-marketing advocacy  
with global tech leaders





## Accelerating Market Leadership

### Our Proven Service Stack

#### Capture Global 500 Clients

Accelerate validation and conversion from proof-of-concept to market adoption. Attract leading enterprise brands in key sectors to drive sustainable growth

#### Communication that generates value

Craft narratives that resonate with investors, innovation partners, and target industries.

#### Leverage media to amplify dominance

Position your brand at the intersection of business, innovation, and industry influence. Amplify category authority — Use earned media to strengthen positioning and reinforce alliances.

#### Define digital thought leadership in the AI-driven landscape.

Own your digital categories — Optimize discoverability, differentiation, and credibility through integrated search and conversational AI positioning.

#### Design that drives results

Creative execution that accelerates commercialization — from websites and sales assets to investor videos that have fueled market adoption and successful exits.

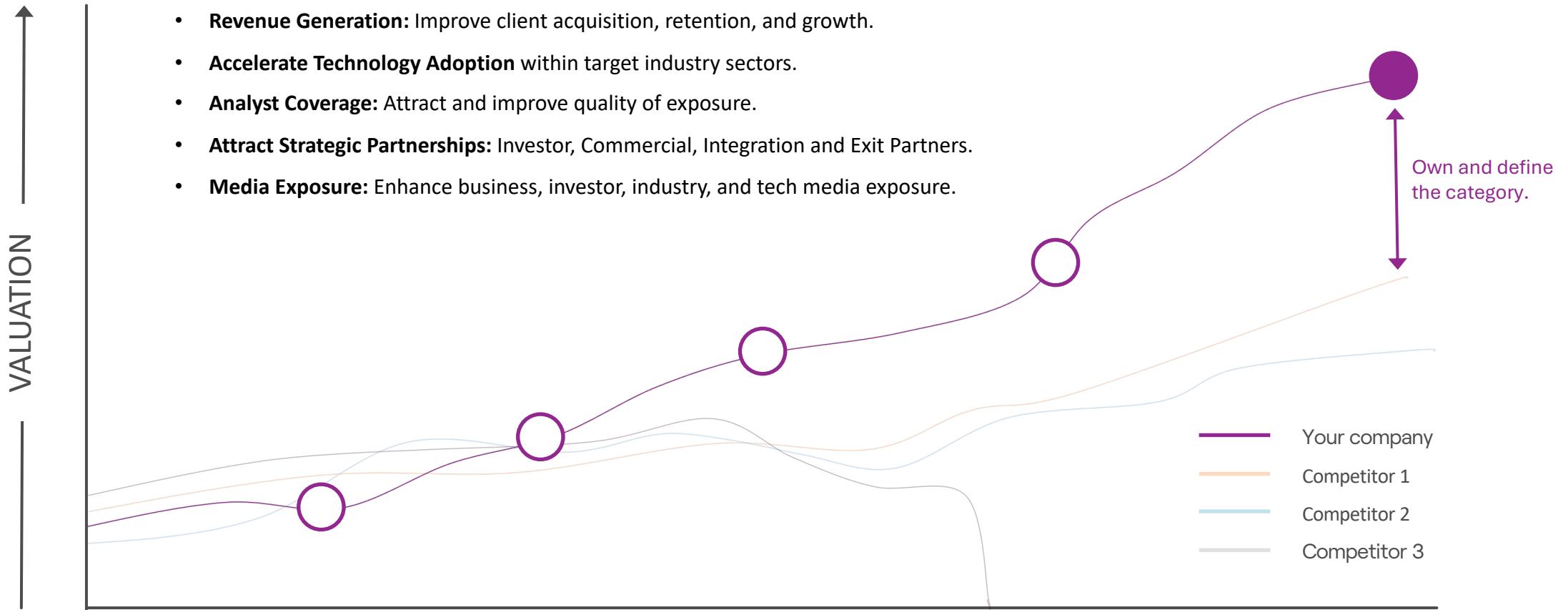
#### Align market forces behind the vision

Engage champions who expand your reach and reinforce your vision. Align market momentum behind your mission — Inspire key voices to advocate for your value and leadership.

#### Messaging foundation

Clarify your market story with precision and purpose. Translate your innovation into clear outcomes, competitive advantage, and a compelling future narrative.

# 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 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 Quantum Zone.”



**Richard St-Pierre**  
Managing Director, DistriQ Quantum Innovation Zone





The only marketing agency founded by leaders who have built, scaled, and exited deep 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**