



Northern Pixels

The difference between going to market
and owning it.

For AI & deep tech founders
scaling to **\$25M**



www.northernpixels.com

You Built Something Real.
The Market Doesn't Know It Yet.

57%

of B2B tech buyers delay purchase because they can't evaluate competing claims
— Gartner

99.9%

of startups fail to reach \$25M ARR

The gap isn't product. It isn't pitch.
It's the **trust gap** between you and your buyers' trusted voices.

36%

longer enterprise sales cycles than 5 years ago —
not because products got worse, but because trust collapsed

<4%

average outbound response rate for early-stage B2B startups. Traditional GTM builds awareness, not trust



Insight

The Problem Isn't your Product or your Reach. It's Trust.

a16z LIGHTHOUSE PLAYBOOK

"...it's fundamentally about trust transfer. When a company is early, there's a credibility gap that must be bridged every single time they try to attract something they need. Talent. Customers. Capital. Partners. Every conversion requires trust that hasn't been earned yet."

David Booth, Partner a16z
February 12, 2026

TRADITIONAL GTM

You broadcast your message directly to buyers.

You think increasing the volume will help. It won't.

They don't know you. They don't trust you yet. They scroll past. Sales cycles drag. Win rates decline.

MARKET SHAPING

You identify the analysts, media, channel partners, and industry bodies your buyers already trust — and give them a genuine reason to tell your story. **Their credibility becomes yours.**

What makes Market Shaping methodology distinctive is that it operates across every layer of market influence simultaneously — and the TRUST philosophy is consistent across all of them.



The world's leading early-stage VC firm built their entire portfolio support model around this same **trust insight**.

When trusted voices tell your story, you win before you sell.

01.

Map Credibility Anchors

Map the analysts, industry bodies, media, channel partners, and professional services firms your buyers already trust. These are your real distribution channels.

02.

Give Them a Genuine Win

Don't ask them to endorse you. Give them something valuable - research, a platform, a story that elevates their authority. You become worth talking about.

03.

Trust Transfers to You

When trusted voices speak for you, their credibility becomes your credibility. Buyers who'd never open your cold email now see you as pre-validated before the first conversation.

8x

*“CMOs who excel at market shaping are **8x more likely to exceed performance expectations.**”*
- Gartner

Market shaping is not a campaign. It's a system.

A compounding engine of influence, trust, and market momentum



INDUSTRY ADVOCACY

Shell's innovation champions had the ambition but couldn't quantify outcomes for leadership. We built a documented POC on the world's largest FLNG platform — ROI, operational impact, ready to share. The champion became a hero inside Shell. Shell signed a Global MSA.

The New York Times



MEDIA RECOGNITION

Journalists write what matters to their audience, not what you want. We identified the moment public interest in security and defense peaked, then gave Discovery, CNN, and the New York Times the angle that served each of their audiences. Discovery made our client the centerpiece of their highest-rated show. Millions reached — through trust no ad budget can manufacture.



CHANNEL INFLUENCE

AT&T's partner teams needed software attach-sales to grow alongside device and plan renewals — a real business problem, not a PR exercise. We built a co-marketing program that hit their numbers, then extended it to Microsoft and Panasonic. Our client's customer base grew substantially as a direct result.



ANALYST INFLUENCE

Gartner analysts succeed when they can guide clients on emerging tech before anyone gets blindsided. We gave them a sustained cadence of briefings — use cases, ROI data, differentiation across sectors. Better informed, they defined a new category. Our client was named the leader.



STRATEGIC CO-MARKETING

Apple needed to prove iPads could displace ruggedized devices in field-engineer markets — a story they couldn't tell alone. We co-built campaigns across medical, manufacturing, engineering and logistics that gave Apple demonstrable B2B results. Apple co-signed our client's credibility accelerating trust. The program outperformed every objective. Apple named us their best B2B co-marketing team in their program.



PROFESSIONAL SERVICES FIRMS

The world's top consultancies fear being caught flat-footed when emerging tech reshapes their clients' industries. We gave Accenture, IBM, McKinsey, and Deloitte's sector partners one-on-one intelligence briefings on quantum innovation strategy — for the Canadian Quantum Zone, \$435M funded. They became more credible advisors. Our credibility inside those firms opened doors no outbound could ever reach.



Market Shaping



Client Outcomes

- **40—60% Faster Sales Cycles**
Buyers who've heard about you from three trusted sources before you reach out already believe you're credible. Procurement objections drop. Win rates climb.
- **Investor Attraction**
We architect scalable content engines, not isolated campaigns
- **Category Definition**
Turning complex expert knowledge into compelling narratives is our expertise
- **Tier-One Partnerships**
Strategic co-sell relationships that would have taken years now close in months. Your pipeline becomes a partnership engine.



What Clients Say

“

Northern Pixels was instrumental in shaping our foundational marketing strategy and catapulting us onto the global stage, firmly establishing our position as an emerging category leader.

”

— Eric Bergeron, Founder & CEO, OptoSecurity
(Acquired by Toyota)

“

Mark and his team significantly boosted our brand awareness, trust and credibility. We became the leading enterprise solution in our category.

”

— Alvaro Pombo, Founder/CEO TrueContext
(Acquired by Battery Ventures)



Trust Earned Across Multiple Leading Sectors

AI	Mobility & logistics	Factory automation	Agri-food	Advanced physics & chemistry	Energy & climate	Optics & Photonics	Government
Compliance	Quantum Technologies	Cybersecurity	Digital Cross Industry platforms	Aerospace & Space	SaaS	Retail	IoT
GIS	Defense	Synthetic biology	Autonomous systems	Construction	ESG	Security	Physical cross-industry platforms
Health and well-being	Next-generation interfaces	Building management	Heavy manufacturing	Advanced materials and nanotechnology	Mining	Drones	Blockchain



Northern Pixels works with a maximum of 4 clients at a time.

Not because we can't scale — because depth of engagement is the product. Every Market Shaping strategy we build is custom-architected for your sector, your buyers, and your moment.

We don't hand off to junior staff. The founders work on your business.



CAPACITY

4 Clients

CLIENT 01

CLIENT 02

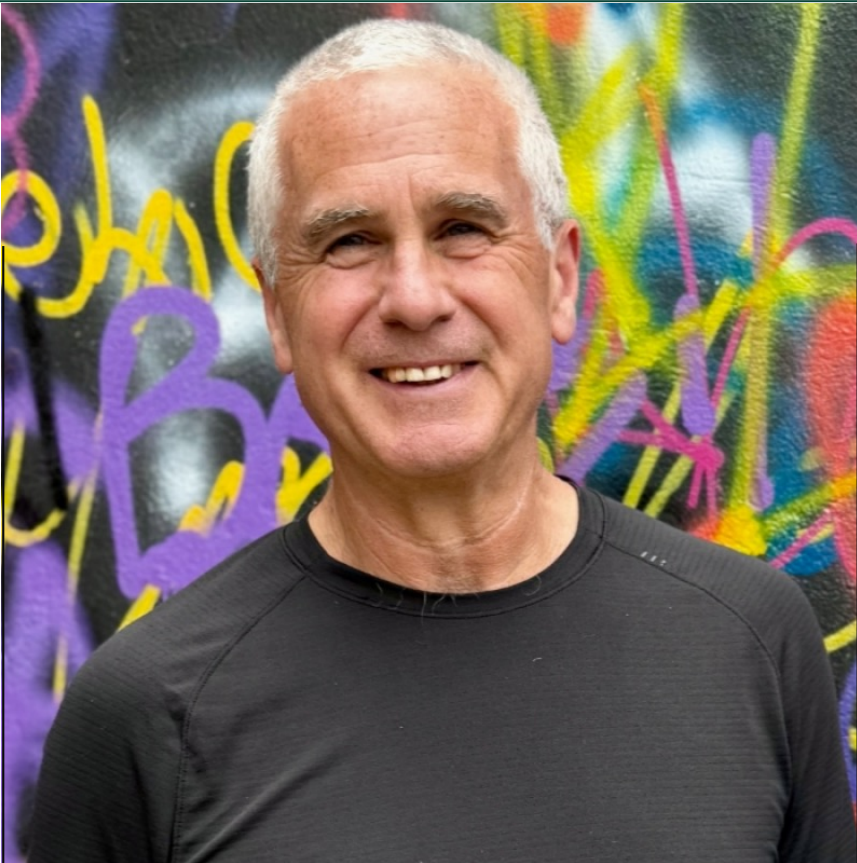
CLIENT 03

OPEN 04



You don't get an account manager. You get a founding GTM team.

Your agile team.



Mark M.J. Scott
President

3x exit founder and GTM architect, including a cryptography company acquired by AppDirect, an Optics company acquired by Toyota and a pioneering Enterprise Low Code Application Platform, TrueContext, acquired by Battery Ventures, in Spring 2024. Deep expertise in market shaping and commercialization for AI and deep tech. Recognized by Apple as an industry-leading B2B co-marketing partner. The strategic mind behind Northern Pixels' market shaping practice.



Danika Weiss
VP, Communications

Exit-experienced GTM strategist who positions startups as category leaders. Proven track record influencing Global 500 clients and enterprise partners to become active advocates. Transforms technical narratives into market-shaping stories that analysts, media, and buyers repeat.



Let's define your category

Before your competitor does.



If you're an AI or deep tech founder ready to define your market —not just compete in it—
we should talk.



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