

Grab Attention in 30 Seconds: Creating One-Liners for Cleantech

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With the clean energy landscape rapidly evolving, innovators are being called to engage new and unfamiliar audiences with their ideas.

There's one problem. Facts don't speak for themselves; you have to speak for them.

Unfamiliar groups can't connect with in-depth technical explanations. Even sympathetic people get lost unless you start with a simplified overview. It can be frustrating to balance sharing exciting nuances against the need to keep introductions high-level and engaging.

Thankfully by utilizing a clear one-liner, you can avoid confusion and ignite curiosity. One-liners have the potential to spark meaningful conversations and convey the impact of your work in a way that resonates with people from all walks of life.

Follow the steps below to make your one-liner and try using it at the conference!

1

Who you help and what's The Problem?

What is the ROLE of the client you serve best?

What is the main "Pain Point" that you address?

Electric utility managers struggle to compensate for unpredictable solar or wind generation

Community leaders wish they knew more about how to join the renewable energy transition

2

What do You Do?

At a high-level, HOW do you help?

Design and connect autonomous virtual power plants

Connect local experts eager to answer questions and provide resources

3

What's The Result?

In an ideal world, what does a customer get?

Share the "Promised Land"

Carefree access to cheap, clean, reliable power

Reduced air pollution and access to investment

4

1, 2, 3, All Together Now!

You know how electric utility managers struggle to compensate for unpredictable solar or wind generation?

Well we design and connect autonomous virtual power plants, so people can have carefree access to cheap, clean, reliable power.



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Why do we need to connect?

Industry Groups' Influence Spending
2008-2018, (\$M)



Brulle, R., Downie, C. Following the money: trade associations, political activity and climate change. Climatic Change 175, 11 (2022).

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Why don't they get it?

Excessive "noise" increases standards for attention



Complex explanations require too much time



30 Seconds to establish understanding/relevance

Connect to learn more about
engaging your audience

Online Poster