THINKUBATOR MEDIA

Communications Programs and the Studio

A scalable tool and a catalog of programs that turn complex work into messages that land, for founders, teams and the organizations that back them.

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WHO THIS IS FOR

Thinkubator Media helps people whose work is too important to be misunderstood. We work with early-stage founders, scientists and researchers, and the teams building alongside them. The common thread is high stakes and high complexity: a pitch, a publication, a launch, a board conversation or a media moment. We turn complex work into messages that land, and we build the confidence to deliver them.

Live programs
Workshops and coaching, run with your founders, your team or your cohort.

The Studio
Our methodology built into a tool your accelerator, university or company puts in front of every founder it serves.

THE STUDIO

Thinkubator Media's methodology, built into a tool your whole team can use.

The Studio puts our way of working in your hands. For years, the way a founder got clearer, sharper and more fundable was to sit down with our team. The Studio turns the frameworks and methodology behind that work into structured AI agents and prompts you can use whenever you need them, on your own pitch, on your own schedule.

We built it by studying our own work. We analyzed years of training sessions, including the exact moments where founders got stuck, needed a push or were ready to give up, and built that judgment into the tool. The prompts don't tell you what to do; they guide you to the point, the same way a session with us would. Because our work has always been about helping you understand why the work matters, the Studio builds a longer runway for your success rather than a one-time fix.

For a team, everyone works from the same frameworks, so your message holds as you grow and as new people join. For a founder, you're never staring at a blank page alone.

What makes the Studio different is the methodology, not the technology. Anyone can sell prompts. The Studio is built on proprietary frameworks earned over years of real work with scientific founders.

How you get it
The Studio reaches you through the organizations that support founders at scale. An accelerator buys it for its cohort. A university or tech transfer office provides it to its researchers. A company brings it in so its team aligns on the same tools. They license it, brand it as their own and deploy it. If your program doesn't have it yet, it's worth asking for.

Already working
We ran an AI-assisted grant-writing workshop at a Massachusetts research institution to strong early feedback, including one participant who credited the tool with helping him win a NASA grant. We're bringing on a small group of founding partner institutions now, with broader access to follow.

BEST FOR founders and teams who want our frameworks on demand, available through their accelerator, university or program.

THE METHOD BEHIND IT

Built on one foundation

Every program and every prompt in the Studio rests on the same principles. These are what you carry out the door.

Message first, storytelling second.
A story is only as good as the message underneath it. Build the message, then make it memorable.

Lead with what your work does, not how it works.
Your audience has to care before they can follow the science.

No one is as invested in your work as you are.
That is exactly why your message has to carry on its own, when you're not in the room to explain it.

Don't do this work alone.
Share the work, listen for the questions it raises, then test and refine with your audience in mind.

Keep it clear, structured and repeatable.
A message someone can repeat back to you is a message that travels.

Use AI as a thought partner.
We bring practical AI tools and prompts into the room so the work continues long after the session ends.

FLAGSHIP PROGRAMS

The work we're known for

Our most-requested and most distinctive programs. Each runs live, on its own or combined, and most pair with 1-on-1 coaching.

Turning Complex Science Into a Fundable Story

The language that earns credibility in a lab is not the language that unlocks funding.

For scientific founders who need to move fluently between lab language and investor language. The session centers on the Translation Diagnostic, our five-part framework for pinpointing exactly where a pitch breaks down, then gives you a reusable structure for the fundable story and time to practice on your own pitch.

Best for Scientific and deep-tech founders raising capital.

Spinning Out Starts With a Story

The bottleneck on most spinouts isn't the science.

A hands-on workshop in three parts: the frame, the tools and the work. You bring a working pitch and run it through a guided five-stage AI prompt that reads it as a smart outsider, surfaces the gap between what you said and what landed, then rewrites it for you to react to. A built-in responsible-AI gate keeps unpublished and proprietary work protected throughout.

Best for Academic founders and researchers exploring a spinout. Bring a laptop and a working pitch.

Messaging, Storytelling & PR

Three core skills in one room: build the message, make it memorable, then get it in front of the right people.

Our most complete communications workshop. You build a message that resonates, learn to make it stick through story, and leave knowing how to pitch your work to media and partners. Includes live examples, AI support tools, worksheets and partner activities.

Best for Founders and teams preparing to take their work public.

Building Your Message, Brand & Confidence for High-Stakes Opportunities

Get ready for the interview, the stage and the hard question.

A full workshop for media interviews, presentations and other high-visibility moments. It moves from personal branding through messaging and communicating complex ideas to the Bridge framework for navigating tough or confrontational questions, with a live scenario tailored to your world.

Best for Founders, spokespeople and teams facing media or a high-stakes stage.

MORE PROGRAMS

The full catalog

Every session is modular. Each runs on its own, combines into a half-day or full-day intensive, or sequences across a cohort.

Foundations

Communications Foundations. What a message is, how to build one and why consistency is what makes it stick.

Building Your Company's Message. Leave with a mission statement, a core message and a call to action, plus a reusable AI prompt for drafting and refining.

Personal Branding. Name what you want to be known for, and learn to tell your story before someone else tells it for you.

Storytelling

Storytelling for Impact. A three-part build for when you don't know what to share or where to start.

Messaging & Storytelling Workshop. The entry point to the flagship: build the message, then make it memorable through story.

Communicating Your Science for Your Desired Audience. A one-hour session that turns complex science into relatable messages, plus a 1-on-1 with each attendee.

Pitch & Presence

Pitching & Presence. Authentic presence, a concise pitch and practical tools to manage nerves.

Executive Presence Workshop. The practical levers of presence for leaders who need to own the room as themselves.

Elevator Pitch 101 / Executive Summary Workshop. A 60-minute, hands-on session to draft your elevator pitch or one-page executive summary.

Public Relations & Pitching Workshop. How to pitch your story to media and partners, and how to deliver when they say yes.

Communicating with External Stakeholders & Boards. Build a message that controls the narrative and prepare for the board meeting or the pitch.

Media, Launch & Day-to-Day

Media Training. Message discipline, the Bridge technique for difficult questions and day-of preparation, with an AI media-training prompt.

Getting Ready to Launch. The full communication strategy for a company launch, a raise or a research publication.

Reduce the Stress of Posting on Social Media. Practical systems to make sharing your work consistent, on-brand and low-stress.

Leadership & Team

Hiring Diverse Teams as an Early-Stage Founder. Practical guidance for building a diverse, high-performing team from your earliest hires.

AI-Powered Programs

Grant Writing with AI. Six structured exercises in a single chat thread, from a blank page to a fundable pipeline.

AI-Assisted Messaging Training. A recorded, company-wide training that teaches a team to use a messaging guide, with a built-in knowledge check.

Storytelling + Signature Talk Builder. From raw material to a polished three-sentence story and a full signature talk.

SIGNATURE FRAMEWORKS

Tools you keep using

The reusable frameworks you carry long after a session ends. They also sit inside the Studio.

The Translation Diagnostic
A five-part framework for finding exactly where a pitch breaks down: Tone Correction, Strategic Reframe, Depth Insertion, Sentence Craft and Omission Judgement. It turns “this isn’t landing” into a specific, fixable diagnosis.

The Pitch Structure
Hook, Core Message, Close. An attention-grabbing opening, a clear proposition and a strong, memorable ending.

The Responsible-AI Gate
A short, repeatable check that runs before any AI exercise, so unpublished results, proprietary methods and confidential information stay protected. It is how we bring AI into the room without putting your credibility or IP at risk.

The Bridge Back to Focus
A simple move for steering any conversation back to your message: Question, then Transition Statement, then Your Message.

Message, Story, Presence
The three-layer model behind most of our work: build the message, make it memorable with story, then deliver it with presence.

WHAT THIS LOOKS LIKE IN PRACTICE

A founder in our AI-assisted grant-writing program credited the tool with helping him win a NASA grant.

— Founders and research teams leave our sessions with a message they can deliver and a pitch they have already tested on a real audience.

— We extended one program’s communications to roughly 40 partner organizations, widening the reach for the founders inside it.

— The Termeer Institute has worked with us through its rebrand, its signature events and a multi-phase communications build. The relationships renew rather than restart.

Partners include the Termeer Institute, Clark University, the University of Massachusetts, MassNextGen, Equalize Starups, the Jeremiah Program, Novartis, and university tech transfer offices.

FORMATS

Ways to work together

The Studio. Our methodology as a licensable tool, provided through your accelerator, university, program or company.

Single session. A focused 60 to 90 minute workshop on one topic.

Half-day or full-day intensive. Several programs combined for a working team or cohort.

Multi-session series. Sequenced sessions across a fellowship, accelerator or cohort, building skills over time.

Retreats and convenings. Multi-day, multi-track programs designed and facilitated end to end.

1-on-1 coaching. Personalized sessions to refine your message, pitch or talk, often paired with a group program.

Recorded and asynchronous. Company-wide trainings built for self-paced viewing, with knowledge checks.

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To book a session or learn more, reach out to Thinkubator Media.

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