



## FROM LAB TO COMPANY: SECURING EVERY STEP OF CREATION

TRANSFORMING COMPLEX INNOVATION INTO A  
STRUCTURED AND INTELLIGIBLE PRESENTATION FOR  
NON-ACADEMIC STAKEHOLDERS

Within the framework of accelerating technology transfer, our approach aims to secure the launch of your future company by addressing its key credibility factors with partners and investors.

- **Scientific integrity** — preserving technical rigor and project complexity
- **Operational clarity** — equipping founders to engage investors and decision-makers effectively
- **Digital presence** — ensuring visibility on the web and social media in line with international standards

# Our 5 key modules to transform your innovation into an investor-credible company

## MODULE 1: VISUAL IDENTITY & BRANDING

Structuring a professional image: logo, colour palette, templates for investor materials, and overall graphic consistency

## MODULE 2: CONTENT STRATEGY

Workshops to formalize value propositions, differentiating factors, and editorial tone

## MODULE 3: DIGITAL SHOWCASE

Design of a credible and secure one-page website to reassure partners and investors

## MODULE 4: EXPLANATORY VIDEO

Production of motion-design content to make complex scientific or technological mechanisms understandable.

## MODULE 5: INVESTOR PITCH COACHING

Preparation and training for concise, impactful, and rigorous pitches for strategic interactions

# Securing the legal and financial foundations of your project before operational deployment

In addition to these services, KOM invites you to take part free of charge in an initial strategic meeting with two specialized partners:

- **Chartered accountant**
- **Corporate lawyer**

Objective: to address capital structuring, choice of legal framework (e.g., SAS), drafting of articles of association and shareholders' agreements, as well as tax, governance, and investor-entry considerations.



## Flexible funding models

Choose the support that matches your needs and constraints

### Option A – À la carte

Flexible model allowing selective activation of branding and communication modules according to immediate operational priorities. You pay per module using a 50/50 structure (half upfront, half on delivery), aligning cash outflow with concrete milestones.

### Option B – Global launch package

Comprehensive integrated approach covering Modules 1-5 to ensure coherent positioning and consistent messaging across all communication channels. Bundled execution generates efficiencies and includes a 15% partner discount.

### Option C – Deeptech partnership

Strategic partnership model lowering upfront cash requirements while delivering the full scope of work. Remaining value is performance-linked through equity (e.g., BSA AIR) or deferred payment tied to fundraising with a risk premium.



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