STRATIFYX

PROJECT BRIEF

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Purpose

Nature-based solutions can be difficult for the untrained eye to identify, value, and execute in an impactful way. The natural environment contains variables in volume and diversity that make controlling and predicting outcomes challenging. For this reason, among others, affecting meaningful change through nature-based solutions is often prohibitively expensive and can lack predictability of outcomes. Reducing costs and providing science-based predictions in project outcomes is precisely what Stratifyx has accomplished through their own service projects. This positions them well to disrupt the environmental consulting and land use optimization markets through software technology.

Founded in 2021, Stratifyx is an early-stage company which aims to optimize land use management and capitalize on a foundation of data to provide predictable and impactful nature-based solutions. Stratifyx's software is embedded with census, agricultural, ecological, geographical, climate, zoning and myriad other data layers, each of which contribute to the program's ability to model complex problems and assist in identifying nature-based solutions.

Cost savings algorithms and scenario modeling tools offer customers highly predictable outcomes at dramatically reduced costs as compared to conventional ecological consulting solutions. Capable of modeling sensitivities and contingencies, these models not only demonstrate cost savings opportunities but demonstrate value creation opportunities that both capitalize on Natural Capital's lucrative financial opportunities and serve environmental protection and revitalization in doing so.

While Stratifyx's software possesses tremendous value creating potential for customers, a limited budget and resources have been allocated chiefly to software development. Hence, while the company's value proposition has ballooned, the lack of resources dedicated to moving the company into an advantageous marketing position is restricting its success.

Methods

Phase 1: Stakeholder Engagement

This phase will consist of six stages, resulting in a synthesized data analysis report as well as a final presentation to the Stratifyx board members.

Stage 1: Customer Research

- Research of current and previous customers
- Identify Stakeholders
- Current Customers and Future Customers
- Team will build a Target and Current Customer List framework focused on AEC Segment
- Team will conduct market research based on target segment to identify suitable contact points
- Team will research potential ICP Templates
- Research will aim to support the creation of stakeholder engagement and communication plans in Stages 2 and 3
- The research will take final form as a list of customers complete with contact info, segmenting info, and other information necessary for following Stages
- Build Target Segments
- Based the on research collected, build segment personas to be used to identify target customers for outreach

Stage 2: Build Stakeholder Engagement Model

- Identify goals for data and stakeholder interviews
- Leverage defined customer workflows (to be provided by Stratifyx) to validate customer value proposition
- Establish metrics for data collection
- Develop questionnaire for stakeholder interviews
- Develop standard agenda for stakeholder interviews
- Submit questionnaire for approval from partner

Stage 3: Stakeholder Outreach

- Collect Contact information for all target stakeholders
- Partner will provide contact information for all active customers
- Develop communication flow and timeline
- Begin Outreach
- Team will initiate contact with target stakeholders via email
- Schedule Interviews

Stage 4: Stakeholder Interviews

- Interviews
- Team will utilize pre-established questionnaire to guide interviews
- Where needed and based off stakeholder research and segment portfolios, team will adjust, add, or remove any necessary questions/information
- Team will provide pre-established agenda to stakeholders prior to meeting
- Data Collection
- Team will record answers with voice recording and note-taking
- Team will debrief after every interview to synthesize and expand on notes

Stage 5: Data Analysis Report

- Interpret Results of Interviews
- Identify the most accurate ["Ideal Customer Profile"](#) and align with SFX team on best fit
- Include target customer list
- Create Report – Due July 29
- Present data in digestible formats
- Visuals, charts, and graphs where possible
- Short form writing
- Provide recommendations
- Due along with Presentation
- Report will be detailed but remain succinct in delivery
- Focus on ease of reference to inform the remainder of the project potential for use by Stratifyx team and board for future development

Stage 6: Presentation of Findings to the Board

- Formal Presentation – Aug 1
- Slide Deck
- Q&A
- Notes

Phase 2: Marketing Materials

Stage 1: Research & Concept Development

- Gather information through market research, current trends, competitive analysis, and customer insights from initial stakeholder engagement interviews
- Develop a discussion dedicated to marketing materials.

- Conduct stakeholder interviews with current clients to develop customer testimonials to include in our documents and on Stratifyx's website to build trust and credibility, allowing future clients to see how others have achieved success with their product.
- Develop initial concepts or creative briefs for the materials to present to the team

Stage 2: Brainstorm Session with Stratifyx Team

- After the team performs background research on all marketing materials currently being utilized in the market, develop basic ideas and strategies to discuss with the Stratifyx team.
- Discuss social media, email newsletters, paid ads, white papers, brochures, webinars or live demos, onboarding and user support materials, and pricing sheets/comparisons to cover all bases under the marketing umbrella.
- Plan and perform a brainstorming session day with Stratifyx to ensure all marketing platforms are discussed and initial ideas are in alignment with their vision.

Stage 3: Content Creation and Launch (Roll-Out May-Aug)

- Begin creation for each form of marketing material including website, social media posts, and email campaigns.
- Ensure the messaging and SEO aligns with Stratifyx's objectives, goals, and target audience.
- Continue roll out of copy that communicates the product's value, demonstrates how it solves customer problems, and encourages engagement.

Stage 4: Conduct Assessment of Outbound marketing performance as well as Strategic Marketing Recommendations in Findings from Phase 1

- Assess performance of previous website, social media, and email content via provided analytics
- Collect stakeholder feedback on content and website messaging
- Use industry expert feedback on insights from Phase 1 to assess suggested and current marketing approaches

Stage 5: Produce Assessment Report

- Capstone team will provide a report of feedback and findings on marketing and strategic approaches

Phase 3: Nature-Based Solutions Toolkit

Stage 1: Outline and Research

- Outline commonly encountered issues in AEC land development projects
- Outline commonly used and innovative NBS for various applications

Stage 2: Conduct Research

- Conduct research on how NBS can be applied in various contexts relevant to AEC projects as well as potential cost savings and co-benefits

Stage 3: Combine Toolkit

- Toolkit should be finalized and combined in aesthetically pleasing and easily digestible report, available for those within the AEC sector as well as stratifyx to utilize if desired

Project Outcome

Phase 1 produced a comprehensive stakeholder engagement dataset, including a refined Ideal Customer Profile, synthesized interview insights, and a formal findings presentation to the Stratifyx Board, enabling the company to realign its product-market fit and roadmap using customer-validated evidence.

Phase 2 resulted in a full package of outbound marketing materials—including messaging frameworks, website and social media content, and draft customer testimonials—supported by a performance assessment of existing marketing channels. These deliverables equip Stratifyx with actionable guidance to strengthen brand positioning and improve subscription-based revenue generation.

Phase 3 culminated in the development of a practitioner-oriented Nature-Based Solutions Toolkit, which summarizes common AEC sector challenges, showcases applicable NBS strategies, and highlights cost-saving and co-benefit opportunities. This toolkit serves as both an educational resource and a market-development asset for Stratifyx, supporting broader adoption of NBS within land development workflows.

Collectively, these outcomes provide Stratifyx with clearer customer targeting, improved market engagement infrastructure, and a value-adding technical resource—positioning the company for accelerated growth in its SaaS offerings and enhanced visibility among AEC professionals.