



**Make A Splash.**

Partner pack · 2026

# AI-storytelling workshops for **impact accelerators**

A working AI marketing system for your cohort. Not a tool tour.

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## WHAT THIS IS

# What's in this pack

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This document covers everything an accelerator or impact fund needs to evaluate a workshop partnership with Make A Splash.

- The three workshop formats and what each delivers
- Example agendas for each format
- What we need from your program to deliver well
- How to book and what to expect

## WHY NOW

### Why your founders need this now

Every accelerator program manager I talk to is getting the same question from founders: how do I use AI for marketing without sounding like a generic startup?

Most AI training answers a different question, which is how to use the tools. That's not the founder's problem. The founder's problem is that the output is forgettable, the brand voice has flattened, and the team is spending time on content that nobody reads.

These workshops fix the right problem. They are built specifically for impact-startup founders, not general SaaS companies, and they ship with a working system the cohort keeps using after the program ends.

## THE FORMATS

# Three formats. One Story-Market Fit outcome.

Every format: 90 minutes · up to 20 founders · online or in-person.

### Format 1 · Discovery: AI for impact-startup marketing

Maps where AI helps in a typical impact-startup marketing workflow, builds three prompts together, and sends each founder home with a configured AI workspace.

Best as a Week 2-3 slot in a 12-week program

### Format 2 · Narrative: founder storytelling with AI

Goes deeper on the story, lighter on the tools. Each founder leaves with a refined one-sentence value proposition, a messaging architecture, and AI prompts to apply it across channels.

Best as a pre-Demo-Day slot

### Format 3 · Execution: LinkedIn for impact founders

A founder-LinkedIn system with AI as the engine. Teaches a content system founders can run in 30 minutes a week, not a daily content treadmill.

Best as a Demo-Day prep slot

Scope and price are agreed together in a 30-minute partner call, based on cohort size, delivery format, language, and travel. In-person delivery within Copenhagen, Stockholm, London, Berlin, and Amsterdam carries no travel surcharge. In-person delivery elsewhere is quoted case by case.

## EXAMPLE AGENDA

# Discovery format · 90 minutes

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This is the structure for the Discovery format. Narrative and Execution formats follow the same shape with content adapted to the focus.

- 0-10 min**    **Set up and frame** Welcome and intros from the program manager. Quick poll: what does each founder currently use AI for? Frame the session: today we build a system, not a tool tour.
- 10-30 min**    **Map the workflow** Walk through the typical marketing workflow for an impact startup. Identify the three to five places where AI actually helps, and the places where it hurts brand voice.
- 30-65 min**    **Build three prompts live** Prompt 1: LinkedIn post drafting that keeps founder voice. Prompt 2: investor-update writing that doesn't sound like a template. Prompt 3: customer-facing content that holds the story. Each tested live against a real cohort example.
- 65-80 min**    **Workspace setup walkthrough** Configure a Claude project or ChatGPT custom GPT with brand voice baked in. Show how to extend it with cohort-specific examples. Each founder leaves with a working setup, not just notes.
- 80-90 min**    **Q&A and commitments** Open Q&A. Each founder commits to one specific AI workflow they'll run in the next 30 days.

# What we need from your program

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## BEFORE (1 WEEK PRIOR)

- Cohort list: founder names, company names, short descriptions
- One or two example pieces of content per founder
- Confirmed format, platform (Zoom, Meet), and language
- Any program-specific themes or constraints

## DAY OF

- Reliable video setup if remote, or a room with a screen
- Founders briefed to bring real marketing tasks, not hypotheticals
- Program manager available for the first 5 and last 10 minutes

## AFTER

- Short feedback survey distributed by the program (template provided)
- Optional: 30-minute debrief with the program manager

## HOW TO BOOK

# How to bring this into your program

- 1 Book a 20-minute partner call.**  
We talk through your cohort profile, your program calendar, and which format fits best.
- 2 Agree on format, dates, and pricing.**  
Standard turnaround is 4 weeks from booking to delivery.
- 3 Sign a short scope agreement.**  
One page, plain English. Covers what we deliver, what you provide, and payment terms.
- 4 Pre-work review**  
runs in the week before the workshop.
- 5 Workshop delivery**  
, 90 minutes.
- 6 Each founder receives**  
their configured AI workspace and prompt templates within 5 business days.

### Get in touch

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Copenhagen, Denmark. Workshops delivered worldwide.