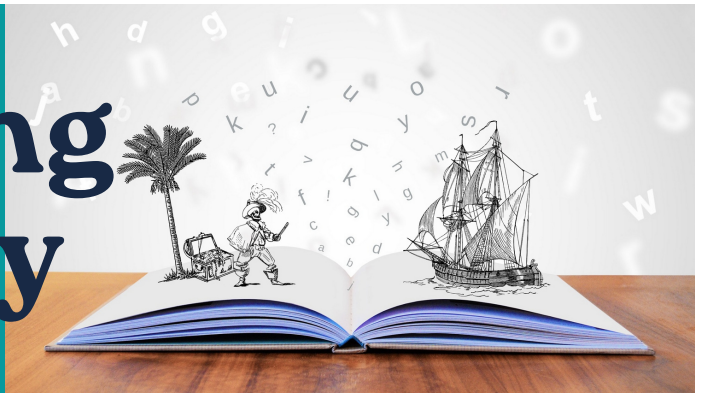


# Developing your story



<b>Company name</b>	
<b>Product / service</b>	

Why Stories?	'Founder' story
<p>Stories create connection</p> <p>They are far more memorable than facts or statistics</p> <p>Humans empathise with characters and elements that are brought to life through story</p> <p>We make sense of information in story form</p>	<p>This approach focuses on where and why an organisation started</p> <p>What was the founder's spark moment for the idea behind the business?</p> <p>Often this is a specific event, situation or problem they encountered and took it upon themselves to fix</p> <p>How did they bring their idea to where it is today?</p>
'User' story	'Industry' story
<p>This approach focuses on the customer journey</p> <p>Introduce a character going through a problem that your product / service solves</p> <p>You are putting your audience in the shoes of your customer</p> <p>Take them on a journey from the problem to discovering your solution, and how it has impacted their life for the better</p>	<p>This approach focuses on the market your business is operating in</p> <p>What has been happening in the industry up to now?</p> <p>What needs to change to make the industry better? Often there may be societal, environmental or economic factors</p> <p>How are you disrupting the market?</p>

