

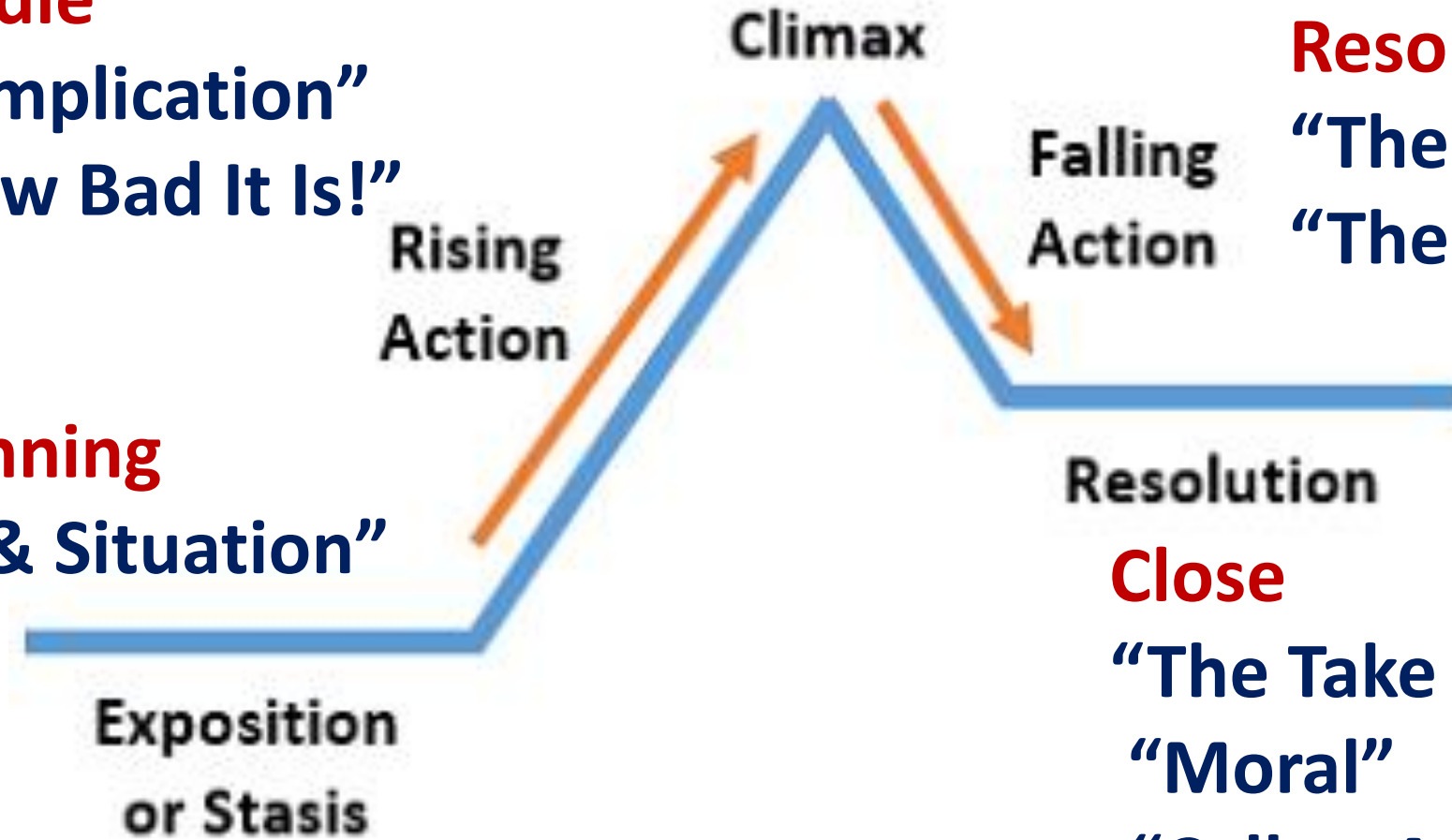
Tool 2: Story Arc

The Middle

“The Complication”
And “How Bad It Is!”

In the Beginning

“The Hero & Situation”



Resolution

“The Solution” and
“The Road Home”

Resolution

Close

“The Take Home Point”

“Moral”

“Call to Action”

Exercise: Map Your Startup Story!

Moral (Theme, Main Point)

Plot (Arc)

Actors (Hero, Villain)

Set Up (Hook, SCQR)

Backup

Close Up

The Positioning Statement- or The Universal Selling Proposition

For Who:	<ul style="list-style-type: none">• Brief target customer description
Problem to Solve	<ul style="list-style-type: none">• What is the primary problem?
Our product(s) includes a:	<ul style="list-style-type: none">• What are the core features of your product?
That:	<ul style="list-style-type: none">• What do these features do to solve the customer problem?
Unlike:	<ul style="list-style-type: none">• The competition
Ours:	<ul style="list-style-type: none">• What does yours do differently?

Exercise: Map Your Startup Story!

3-Act Play

Moral (Theme, Main Point)

Set Up

Backup

Close Up

Positioning Statement (Universal Selling Proposition)

For Who:

- Brief target customer description

Problem to Solve

- What is the primary problem?

Our product(s) includes a:

- What are the core features of your product?

That: **3-Act Play**

- How do these features do to solve the customer problem?

Unlike:

- The competition

Ours:

- What does yours do differently?