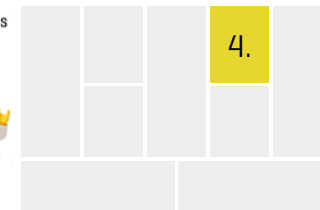




Tool: Storytelling 1



Outcome: Storytelling helps you to create a certain image of your business to increase customer relationships. A company story can be easily communicated forward using multiple channels [e.g., website, TV, newspapers].

1. Which were the key drivers for establishing the business?

3. What kind of challenges did you face in the establishment process?

5. Which were the key factors that made the business successful? If the business did not succeed, what were the key reasons?

2. Which business members took part to the establishment of the business?

4. Did anything surprise you on the way?



Tip: Develop a pitch based on the following task that persuades a customer to buy a certain product or service. Consider, how can you communicate value to customers?

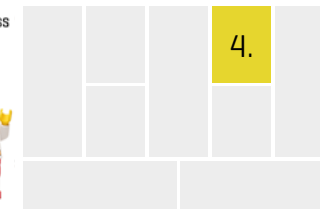




Tool: Storytelling 2



BUSINESS
MODEL
CANVAS



1. Exposition

Setting the background – What was your life situation before starting the business?

3. Rising action

What struggles did you experience before getting the first client or breaking even?

5. Climax

What convinced you to continue?
What did you do?

2. Inciting incident

What motivated you to establish a business?

4. Crisis

Have you ever considered closing a business?
What kind of crises have you faced?

6. Exposition / Resolution

What is the strategy and vision of your business?



Tips: Go through the story again and decide the most important parts to be emphasised with your stakeholders. Finalise your story and test it with the following internal and external stakeholders. Internal: employees, directors and management. External: customer segments [may vary within], business partners, suppliers, investors, shareholders.

