

Your start-up saga

Title:

Venture's name:

Author names:

1 The Struggle

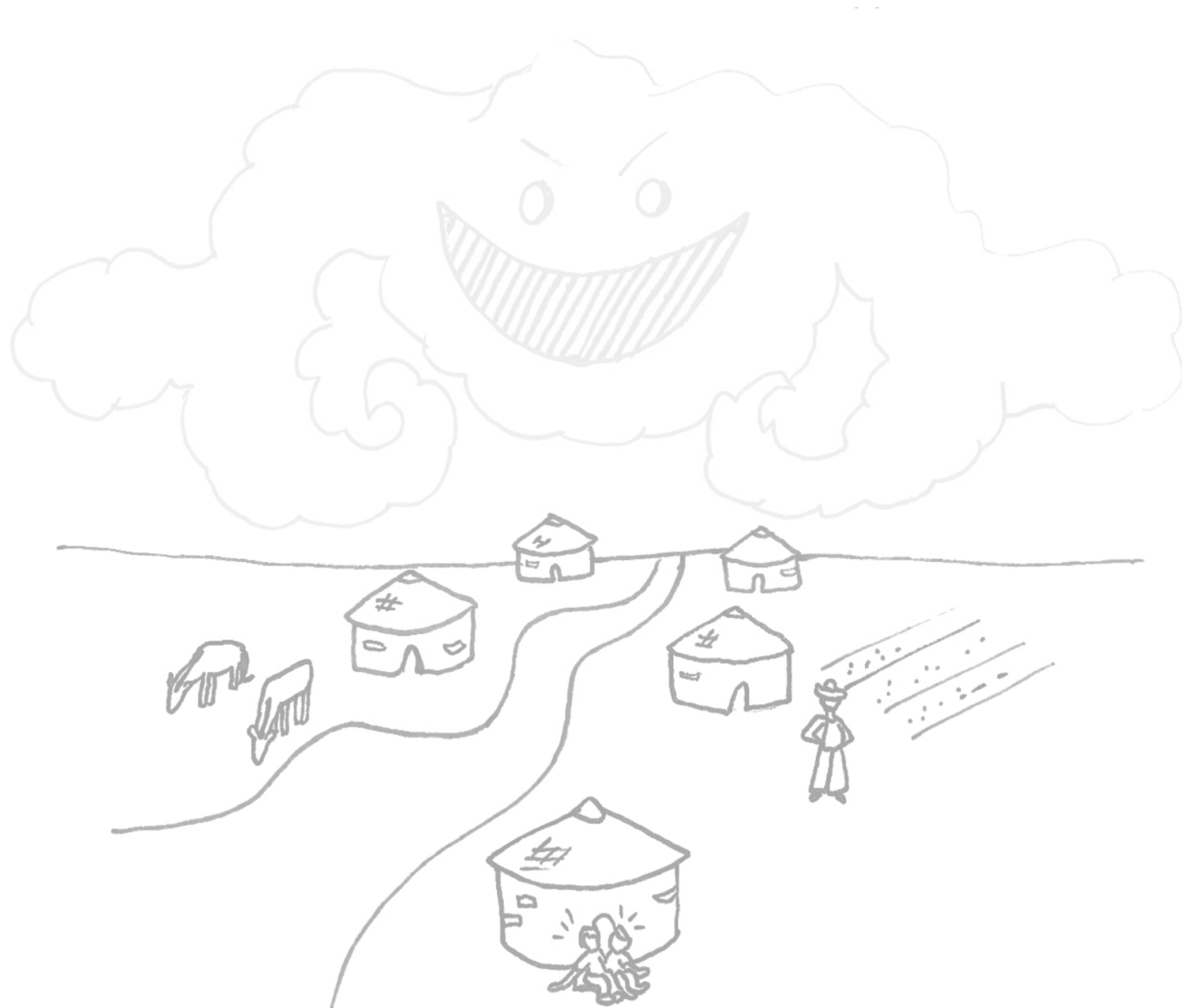
Problem Discovery and Validation

You notice that something wrong in the world. Something doesn't work, or someone is struggling. What is the problem they discover? Is the problem real? What evidence do they find?

Goal: Introduce the problem. Identify a clear, validated problem through research, observation, and interviews.

Once upon a time...

... you discovered that people faced a very difficult situation. Tell us all about the struggle.



2 The People in Need

Hypothesis and Testing

Who is suffering because of this problem? What kind of people are they? What do they need, want, or fear? How does your hero go about understanding these people better?

Goal: Tell about your customer personas and their needs, describe the target market

Tell who are the people in need, what are there pains, gains, needs, what do they say?



3 The Hidden Treasure or Breakthrough Invention

The Opportunity

Now the problem is clear and the people in need are identified, what will you realize that could be a game-changing solution? What makes this the right time and place to act?

Goal: Describe the market opportunity, market trends, and your solution to solve the problem.

Tell how others did not succeed to solve the issue at hand and how your invention will!



4 The Venture's Rise

The Company and its offering and Strategy

Soon a team of heroes will come together and form something bigger than themselves. What will their venture be called? What do they aim to achieve? What product or service do they offer, and what strategy will help them succeed?

Goal: Define the business model, product/service, value proposition, what do they offer the world, and you do plan to deliver it

Draft together with the Wizard your business model, strategy and give your (product and) venture a name that everyone will remember...



5 The Heroes

The Team of Heroes

Who are the heroes that will be part of the team leading this venture? What part do they play (roles)? What are their powers, their strengths? What is their motivation to join? How do they work together to overcome early challenges?

Goal: Outline the team and their individual roles, backgrounds, and how their skills contribute to the success of the venture.

Introduce the dream team of heroes that will make the venture work!



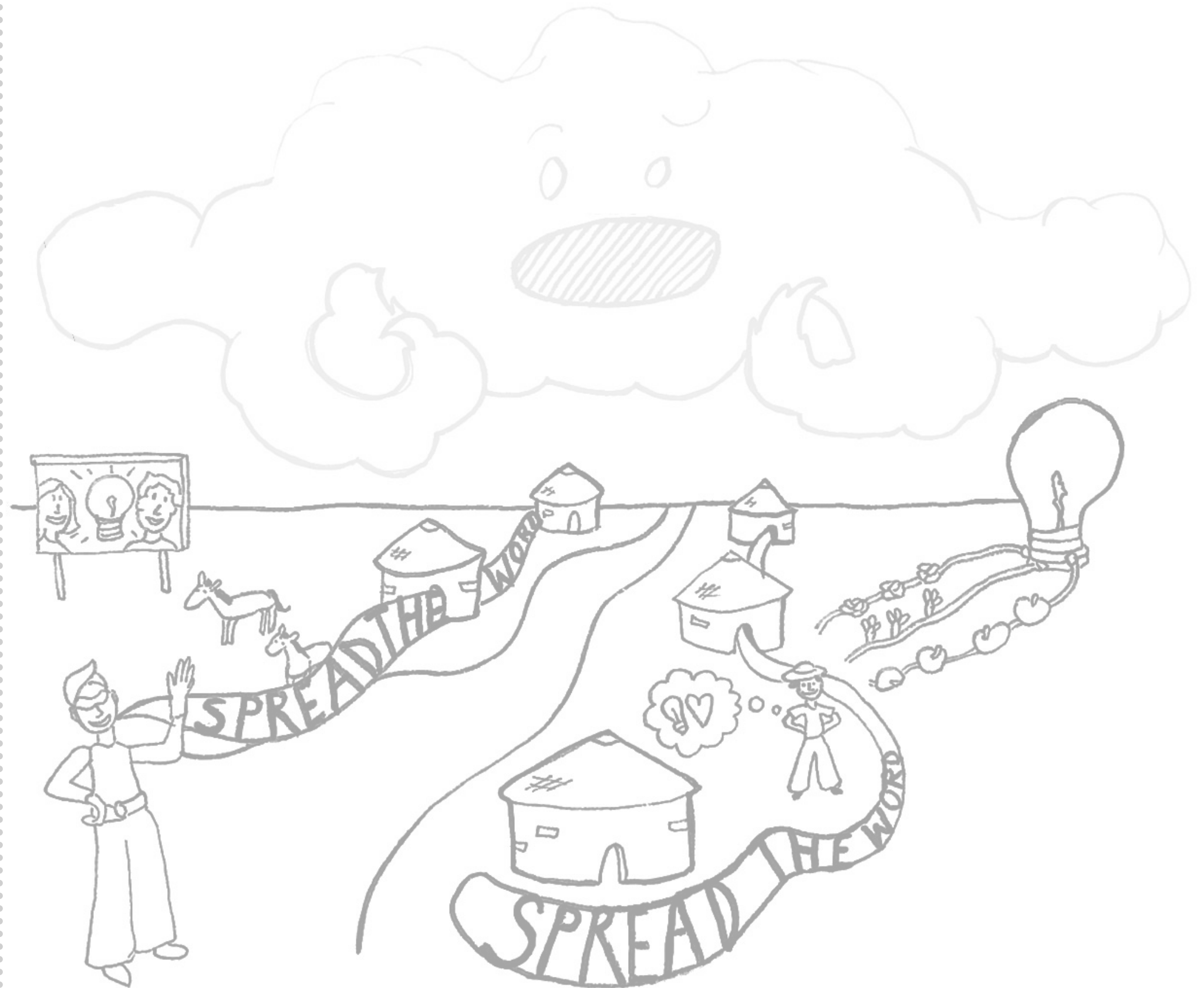
6 The Word Spreads

Marketing Plan

How do the heroes spread the word? Who do they talk to, how do they convince people to use your invention? what channels do they use to attract people and reach out to new people?

Goal: Describe branding, customer acquisition channels, positioning, and marketing tactics.

Spread the word around the village (and beyond!) and become known to everyone



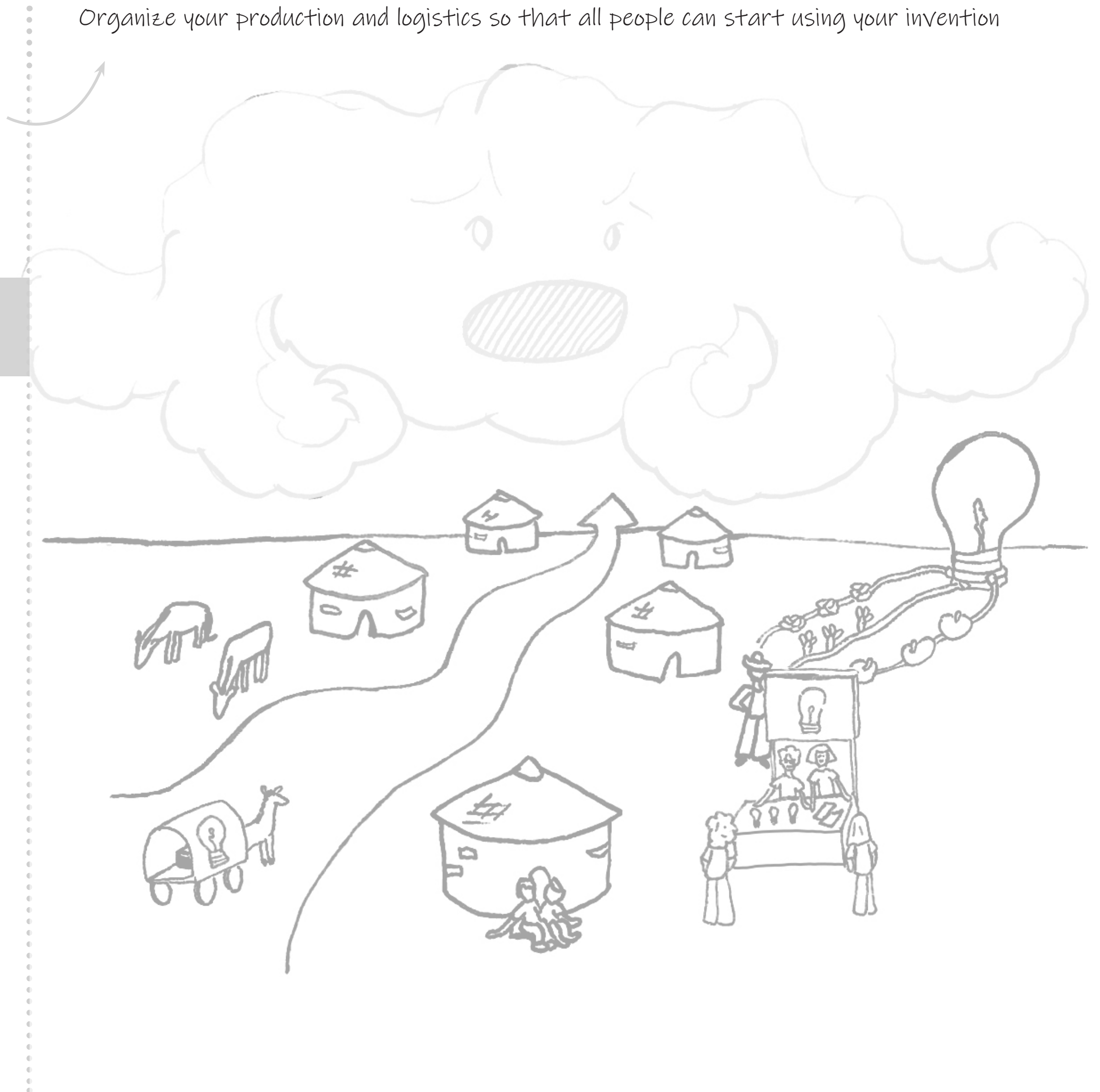
7 The Plan of Attack

Operational plan

Now the invention needs to be built and delivered. How do they make it work? What systems, processes, or logistics are put in place to keep everything running? With whom do you partner up?

Goal: Describe your supplier relationships, stakeholder relationships, The distribution challens and the day tot day tasks peformed by the team or others.

Organize your production and logistics so that all people can start using your invention



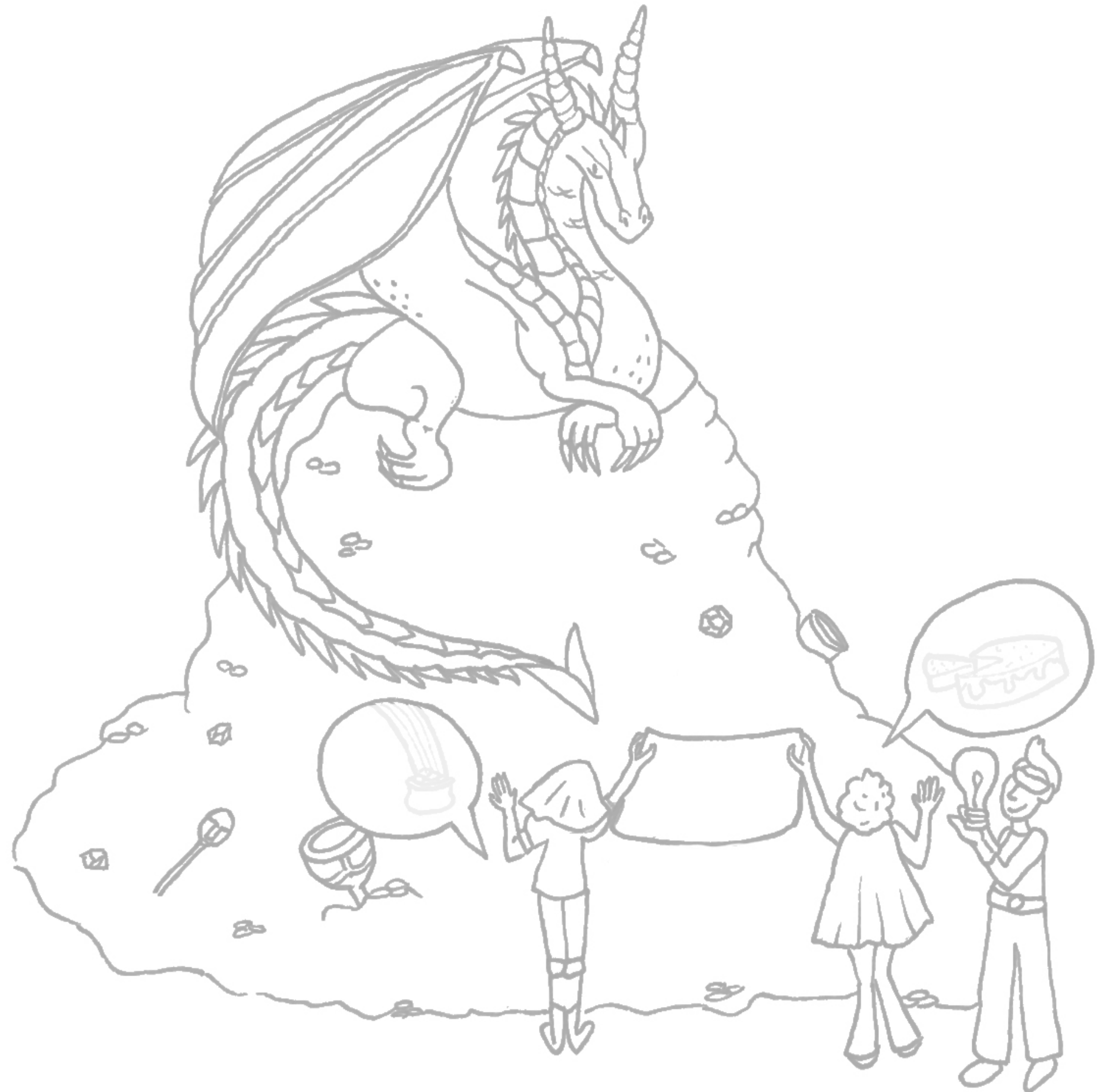
8 The Dragon's Gold

Financial Plan

How much will this journey cost, and what treasure will it bring in return? Even if the heroes first helped themselves, how do they plan to survive and thrive financially in the coming five years?

Goal: include an overview of your income and case-flows in the coming five years. What will the dragon get in return?

Convince the Dragon to give you money.



... And So ...

The people were saved. The struggle moved away. The heroes successfully implemented their invention in the following five years. Every time they succeeded in finding new ways to reach as many people as possible.

And they lived happily, ever, after.

Goal: Summarize your journey, efforts and achievements and provide an outlook to the future

Tell once more the famous story on how your invention saved the people and made the struggle go away to never come back again.

