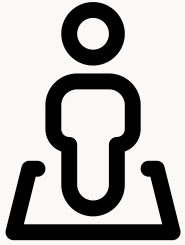


The Venture Story

3 Acts, 9 Scenes, and 54 Beats

Act I - Bottom Up



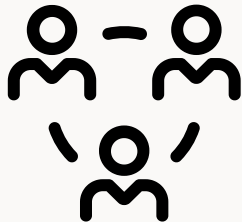
Scene 1 - The Pain Point 	The User 	Their Aspiration 	The Key Moment 	The Blocker 	Their Current Options 	Our Key Insight
Scene 2 - The User Journey 	The Discovery Moment 	The First Use / Product Demo 	Immediate Payoff 	Trigger To Come Back 	Habit Building 	Payment
Scene 3 - Becoming Essential 	Retention Steady State 	How They Rely On Us 	From Useful to Essential 	How They Share 	A Behavior Shift 	Their New Identity

Act II - Top Down



Scene 4 - Trends & Data 	Market Size 	Opportunity Size 	Converging Trends 	Trend #1 	Trend #2 	The Window of Opportunity
Scene 5 - The Venture 	Go-To-Market Strategy / Distribution 	The Pilot 	How It Works 	The Business Model 	The Funnel 	How We Scale
Scene 6 - The Competitive Landscape 	Competition & Substitutes 	Differentiation / Brand 	Industry Forces / Value Chain 	The Biggest Barrier To Our Entry 	Our Sustainable Competitive Advantage 	Key Risks + Key Success Factors

Act III - The Team



Scene 7 - Who We Are 	Who We Are / How We Formed 	Our Mission 	Our Strengths & Assets 	Our Values 	Our Culture 	Our Success Criteria
Scene 8 - Where We've Been 	Our Timeline 	What We've Done 	How We've Measured It / Traction 	What We've Learned 	Scenarios We've Modeled 	What Variables Matter Most
Scene 9 - Where We're Going 	Our Ask 	Our Key Next Steps 	Our Core Hypotheses to Prove 	Our Next Destination (Point C) 	Our Target Metrics 	Our Big Goal / Vision