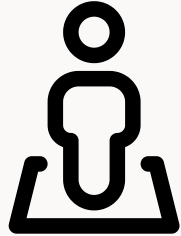


The Venture Story Map

These 54 Beats are the key venture design elements you'll need. Mark which ones you have.

Act I - Bottom Up



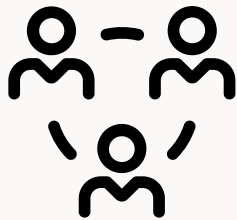
Scene 1 - The Pain Point 	The User 	Their Aspiration 	The Key Moment 	The Blocker 	Their Current Options 	Our Key Insight
Scene 2 - The User Journey 	The Discovery Moment 	The First Use 	The Immediate Payoff 	The Trigger To Come Back 	The Habit 	The Payment
Scene 3 - Becoming Essential 	The Retention Rhythm 	The Reliable Relationship 	The Deepening Investment 	The Sharing Moment 	The Behavior Shift 	Their New Identity

Act II - Top Down



Scene 4 - The Opportunity 	The Market 	The Upside 	The Converging Trends 	The First Trend 	The Second Trend 	Our Window
Scene 5 - The Venture 	The Go-To-Market Strategy 	The Pilot 	The Operating System 	The Business Model 	The Engagement Funnel 	The Growth Path
Scene 6 - The Competitive Landscape 	The Competitive Set 	Our Differentiation 	The Industry Forces 	The Barrier To Our Entry 	Our Sustainable Competitive Advantage 	Our Key Risks + Success Factors

Act III - The Team



Scene 7 - Who We Are 	Our Origin Story 	Our Mission 	Our Strengths 	Our Values 	Our Culture 	Our Success Criteria
Scene 8 - Where We've Been 	Our Timeline 	Our Accomplishments 	Our Traction 	Our Learnings 	The Scenarios 	The Key Variables
Scene 9 - Where We're Going 	Our Ask 	Our Key Next Steps 	Our Hypotheses 	Our Next Destination 	Our Target Metrics 	Our Big Vision