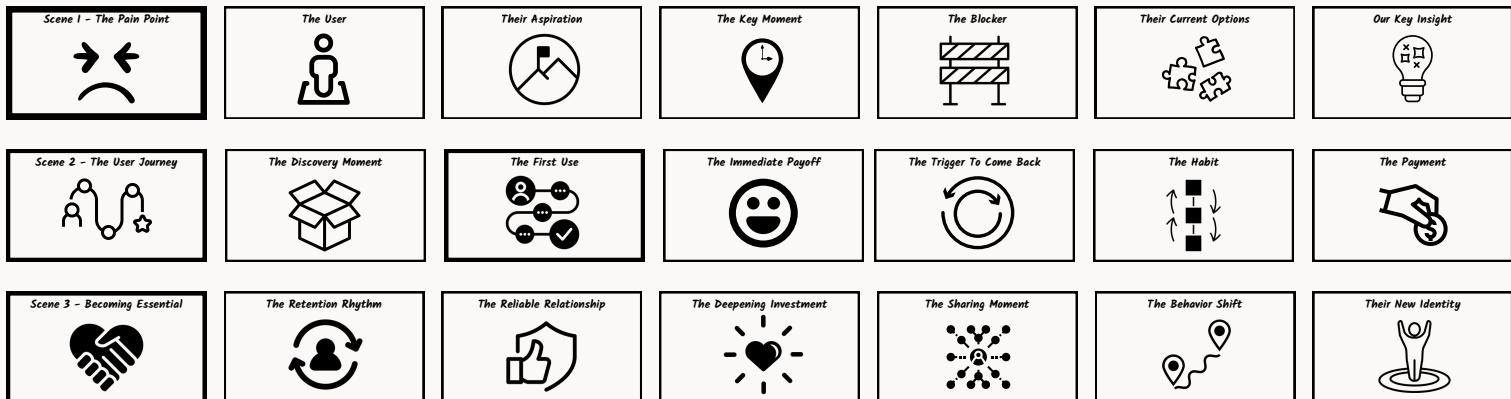# The Venture Story Map
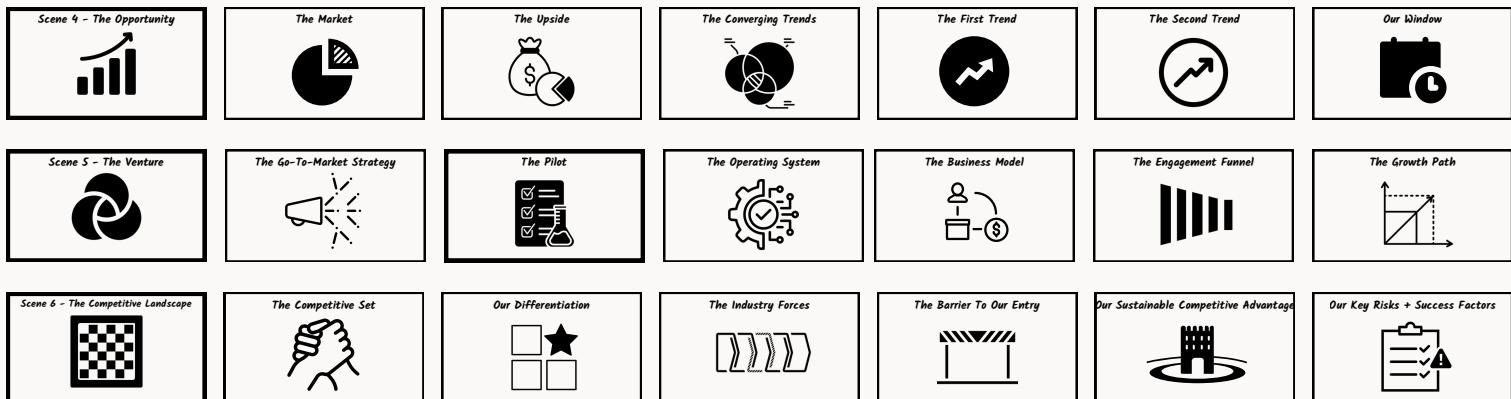
These 54 Beats are the key venture design elements you'll need. Mark which ones you have.

## 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 |

POINT C