



BUSINESS CHALLENGE 3

A2 STORY TELLING ELEMENTS



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Understanding the context



Choosing appropriate visuals

Based on the context, we approached the dataset trying to answer the following questions and choosing a visual that clearly communicated information we wished to pass across with the least amount of noise. We looked at different visuals to communicate the following:

| Proposed information/messaging | Chart type |
|--|---------------------------------------|
| Top category and categories that got deals | Bar chart (got deals is color coated) |
| Ask amount vs deal amount over the period | Line chart |
| Ask equity vs deal equity | Line chart |
| Overview of investment by different sharks | Horizontal bars |

Eliminating clutter

We removed the grid lines on some of these charts, simplified dates in time series (i.e., Jan instead of January). Removed decimals that were not required and made the legends float.

Focus attention

We color coded bars that we wanted to focus on. The colors for these were differentiated and were easily noticed. See fig 1 and fig 2

Think like a designer

Attention was paid to creating a clear hierarchy, ensuring proper organization. We used the appropriate size, position, and contrast to draw attention to the most important data. Additionally, we provided the required context, ensuring charts had the required titles, labels, and annotations. We ensured our messaging had an effective flow process. We focused on the general overview and eventually narrowed down with our flow to pass on our message.

Telling a story

- A. **Hook** – Present a compelling message for investors to buy-in to the pitch “Clean energy transforming automobile and safeguarding the planet.”
- B. **Action Analysis** - Introduce other compelling reasons for investing in the deal (Increased equity, royalty deal).
- C. **Additional incentive** – Loan secured that will enable the product to reach critical mass.
- D. **Closing** - Give other reasons why the investor shouldn't refuse the offer.

Figure 1 (Illustrates the successful deals per category vs total deals in the category)

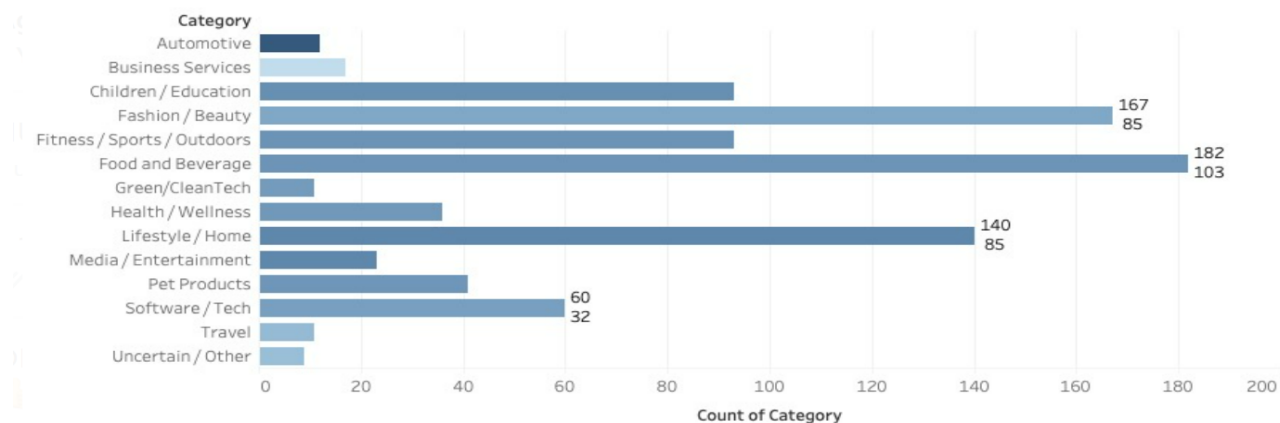


Figure 2 (A proper review with color coded reveals that automotive category had the most successful deals per category, this was not revealed in fig 1. It highlights the importance of color coding and understanding the context).

