

[A1] Storyboard

team7

1: What is your overarching goal? What would success look like in this situation?

Our overarching goal is to provide guidance and support for future entrepreneurs who plan to present their innovative products on the television series Shark. Success in this situation would be enabling these entrepreneurs to identify the judge most likely to be interested in their product category, allowing them to tailor their pitch and increase their chances of securing a deal.

2: Who is your intended audience?

Our intended audience encompasses all future entrepreneurs who are looking to enter the competitive world of Shark, seeking expert advice, mentorship, and investment from the show's esteemed judges.

3: Is the action clear?

Yes, the action is clear: we aim to help entrepreneurs understand which judge to impress first based on their product category, thereby optimizing their presentation strategy.

4: Have you framed what you want to happen from your perspective or from your audience's point of view? If the former, how could you reframe for the latter?

Our approach focuses on the audience's perspective, as future participants will be keen to learn which judge will be more inclined to support their projects. By understanding the judges on a psychological level, entrepreneurs can craft personalized pitches that resonate with their target judge, significantly improving their chances of success.

5: What is at stake? Will this be compelling for your audience? If not, how can you change it? "So what?" is always a good question to ask related to this—why should your audience care? What matters to them?

Having an advantage in the high-stakes world of Shark is critical for our audience. We provide entrepreneurs with an ace in their sleeves by providing them with important insights into the judges' preferences, increasing their chances of securing not just the desired investment but also the mentorship and assistance that will launch their ideas to new heights.

(1) LIST THE PRIMARY GROUP OR INDIVIDUALS
TO WHOM YOU'LL BE COMMUNICATING.

FUTURE PARTECIPANTS.

(3) WHAT DOES YOUR AUDIENE ARE ABOUT?

-ASSURE THE FINAL DEAL WITH THE SHARKS
-UNDERSTAND SHARK'S MIND
-TARGET A JUDGE
-HOW TO BUILD MY PITCH

(2) IF YOU HAD TO NARROW THAT TO A SINGLE
PERSON, WHO WOULD THAT BE?

THE FIRST GUY WHOM WIL PARTICIPATE AT
SHARK AND DIDN'T START TO PREPARE HIS
PITCH YET.

(4) WHAT ACTION DOES YOUR AUDIENCE NEED
TO TAKE?

FRAMED THE PITCH BASED ON SHARK'S
PREFERENCES

