

One-pager for a good story.

MAX. 150 words

Situation (ex. So you want to make a document with your colleges)

Who is your audience? What do you want to achieve with them

Extra knowledge needed _____

Complications (ex. Infinite versions, lost in email, can't edit together)

Frustrations

Related to Benefits (WHY does it cost a lot of time/money?)

- _____
- _____
- _____

Question/Problem (ex. What if you could make documents together online?)

Answer (ex. Introducing Google Docs. A platform that allows you work on the same document together)

Explanation

WHAT is your product?

Introducing _____. We are a _____

Benefits

Related to Complications (WHY does it save time/money?)

- _____
- _____
- _____

Tagline (ex. Google Docs. A website that lets you work on documents together)
