

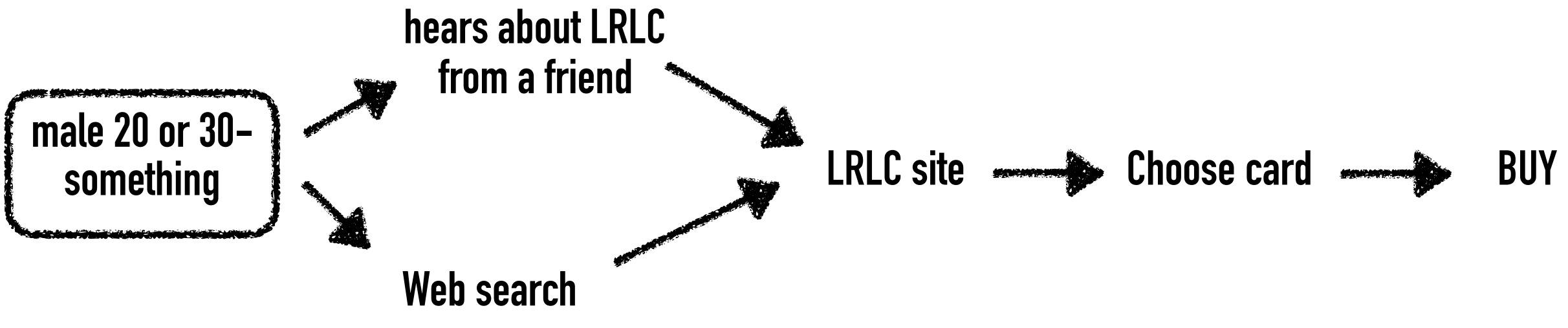


LET'S ZOOM IN ON WHAT WE ARE SO LIVING



- ▶ The specific type of people that you hope to serve
- ▶ The concrete problem you're trying to help them solve
 - ▶ "buying a better card" is better than "deepening relationships"

MAR OUT THE 'USER STORY'

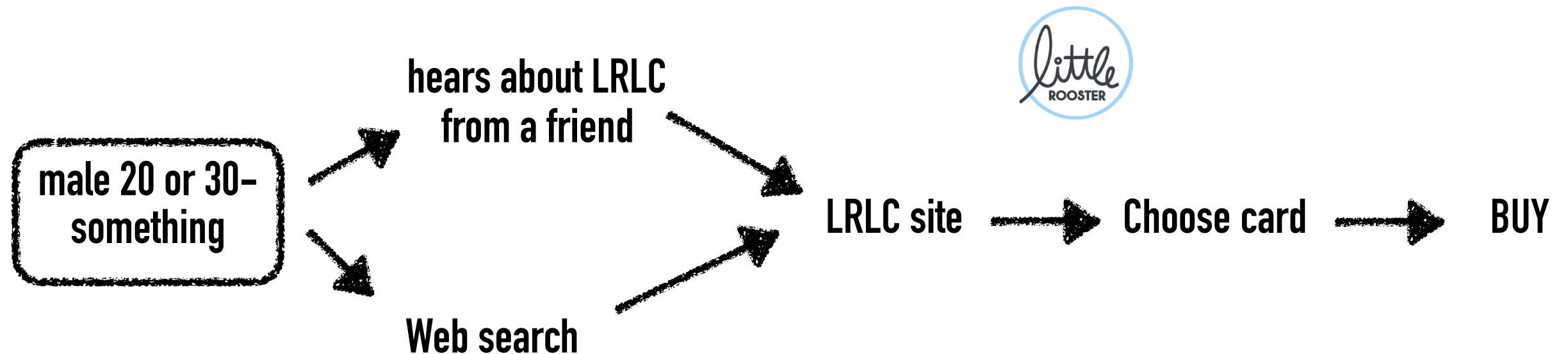




RECALL:

- ▶ The specific type of people that you hope to serve
- ▶ The concrete problem you're trying to help them solve
 - ▶ "buying a better card" is better than "deepening relationships"

MAP OUT THE "USER STORY":





WHAT IS YOUR IDEA?

(two minute pitches)