Story Cube
Template

PROBLEM

What is the top customer problem you solve and how have you validated this?

MOTIVATIONS

Why does your organisation exist and what keeps you focussed?

SOLUTION

What exactly do you do and how do you deliver on your promise?

DIFFERENTIATORS

What are your wow factors and how do you clearly stand out?

OBSTACLES

What might stop success and how do you plan to overcome this?

CONNECTIONS

How do you reach and connect with your audience best?

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