

PAPER VIDEO STAGE

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Team

Iteration

Date

Try to translate the DNA of your business model into a simple and vivid story. Use trigger questions as stated on the right of the template to spice up your arguments.

Define a target group and a purpose what you want to achieve with the video.

- Selling offerings to customers
- Asking investors for money
- Asking management for resources
- Convincing friends to join the team
-

Put your key statements along the timeline and make sure your story is not longer than 60 sec. (~140 words).

Find cut-out elements or other visuals that underpin your story and place them next to the stage.

Tell your story and move the cut-out elements / visuals on the stage accordingly. Record your show with a camera or mobile phone.

Ready - set - go!
(...and no blah blah)

16 : 9

Here are some thought-provoking questions that may help you nail down your story:

1. How could we **illustrate** the combination of "job(s) to get done" (DNA) and "core value" in one picture?
2. Who do our offerings really ask **customers to become**?
3. What can we learn from innovative **business model patterns in other industries** (use "Business Model Inspirator")?
4. What aspects should we **exaggerate** to better communicate the "core value" of our offerings?
5. What aspects could be **reduced or neglected** to better communicate the "core value" of our offerings?
6. How could we communicate the "**core value**" (DNA) of our offerings by making a **comparison with offerings in other industries**?
7. How could we communicate the "**core value**" (DNA) of our offerings **without words** and without showing the offerings?
8. Who or what could **replace** our offerings quite easily?
9. How would a (fast and flexible) **startup run our business**?

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Go back to the "Business Model Canvas" and tweak your DNA based on the storyline of your video (if necessary).

Timeline



0 5 10 15 20 25 30 35 40 45 50 55 60 sec.
~ 140 words