

# Storytelling for Startups

4 Feb 2022

# About Me



- Kang Liang Koh
- 3 ventures (8 pivots) in 3 years
- Pointers for entrepreneurs:
  - It is okay to fail/pivot
  - Listen to what the market wants
  - Know what you want and chase it
  - No judgement for all ideas shared today



# Today's Meeting



- Storytelling & what is it used for (10 mins)
  - Some frameworks
  - Dig deep
  - Business model canvas
  - Marketing channels/messages
- Storytelling/branding tools (10 mins)
  - Crafting a message from your BMC
  - Other tools: golden circle, BLK, VPC, choosing the right tone/copywriting
  - Communicating: brand guide, moodboard, etc.
  - Tool selection for your vertical
- Hands-on + Sharing (40 mins)
  - Open interaction
  - Q&A

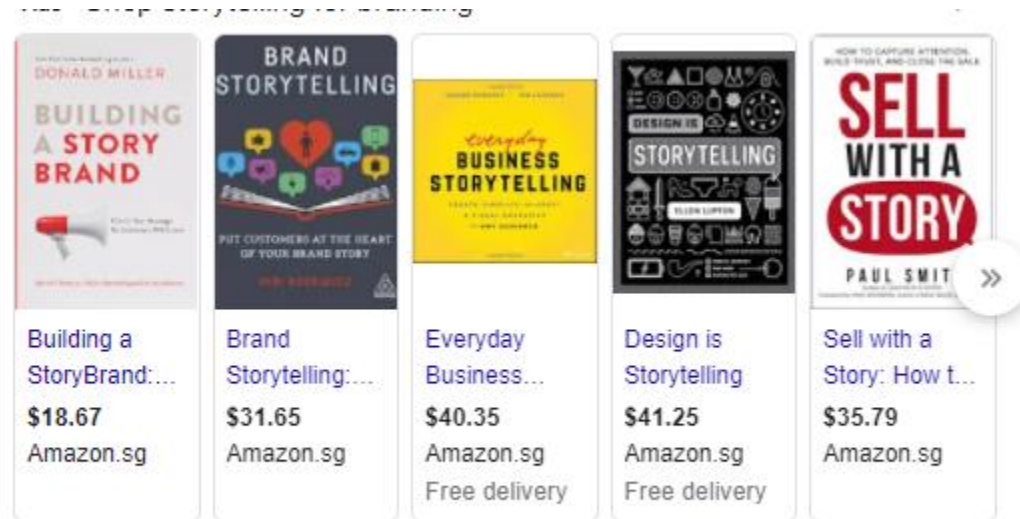
# What Is Storytelling



The definition of brand storytelling is using narrative techniques to engage with an audience and shape a brand's identity beyond traditional marketing approaches. ... Other examples of brand storytelling involve humanizing a brand and promoting its values by telling the story of the company's people.

<https://www.bynder.com> > Bynder > Glossary

What is brand storytelling? | Glossary - Bynder



Jan 31, 2019, 03:17pm EST | 121,237 views

## 3 Reasons Why Brand Storytelling Is The Future Of Marketing



Celinne Da Costa Former Contributor @  
ForbesWomen

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- When creating your marketing strategy, don't forget about the bigger story: what makes you human?
- When creating your marketing strategy, don't forget about the bigger story: what makes you human?



# Elevator Pitch (for Clients)



Oh I sell a software called  
Salesforce, it has 200 functions,  
lets you automate your sales  
leads blablabla

Hi what do you do?

# Elevator Pitch (for Clients)



Oh I'm an NUS student but also an insurance agent (though I'm leaving already). I'm also running this software called Salesforce, it aims to simplify sales process because I face it myself...

because 200,000 kids die of starvation each year

because XYZ is a \$20B market

because my mum had that issue and all her friends asked me to build it + market sizing

Hi what do you do?

# Dig Deep Into Yourself



Persona mapping

...

But

...

For yourself!



# Dig Deep Into Yourself



Who am I?

Why come into this world?

pping

Will I still take DMP1202BSP  
if got no MC?

But

What do I wanna do  
when I'm young & alive?

Why take NES Start  
module?

The kind of impact I  
believe I can make

What do I want to be  
remembered for?

The kind of life I wanna  
create for my wife & kids



# Dig Deep Into Your Team/BMC












## The Business Model Canvas


Designed for:

Designed by:

Date:


Version:

<div><b>Key Partners</b></div> <div>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? <b>REASONS FOR PARTNERSHIPS</b> Distribution and access Acquisition of key and competences Acquisition of particular resources and activities</div>	<div><b>Key Activities</b></div> <div>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? <b>EXAMPLES</b> Production Problem Solving Platform/network</div>	<div><b>Value Propositions</b></div> <div>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? <b>EXAMPLES</b> Personalization Automation Customization "Cutting the fat" (lean) Design Brand/status Price Cost Reduction Risk Reduction Accessibility Convenience/quality</div>	<div><b>Customer Relationships</b></div> <div>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? <b>EXAMPLES</b> Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</div>	<div><b>Customer Segments</b></div> <div>For whom are we creating value? Who are our most important customers? <b>EXAMPLES</b> Mass Market Niche Market Segmented Demographic Multi-sided Platform</div>
<div><b>Key Resources</b></div> <div>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? <b>TYPES OF RESOURCES</b> Physical Intellectual (brand patents, copyrights, data) Human Financial</div>	<div><b>Channels</b></div> <div>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines? <b>EXAMPLES</b> 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After Sales How do we provide post-purchase customer support?</div>	<div><b>Cost Structure</b></div> <div>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? <b>IS YOUR BUSINESS BORN</b> Cost Driver (Inherent cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driver (Focused on value creation, premium value proposition) <b>MAJOR COST DRIVERS</b> Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope</div>	<div><b>Revenue Streams</b></div> <div>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? <b>TYPES</b> Asset sale Usage fee Subscription fee Licensing/Leasing/Licensing Advertising Brokerage fee Advertising <b>PRICE PRICES</b> List Price Product feature dependent Customer segment dependent Volume dependent <b>REVENUE PRICES</b> Subscription (Usage-based) Fixed Management Real-time Market</div>	

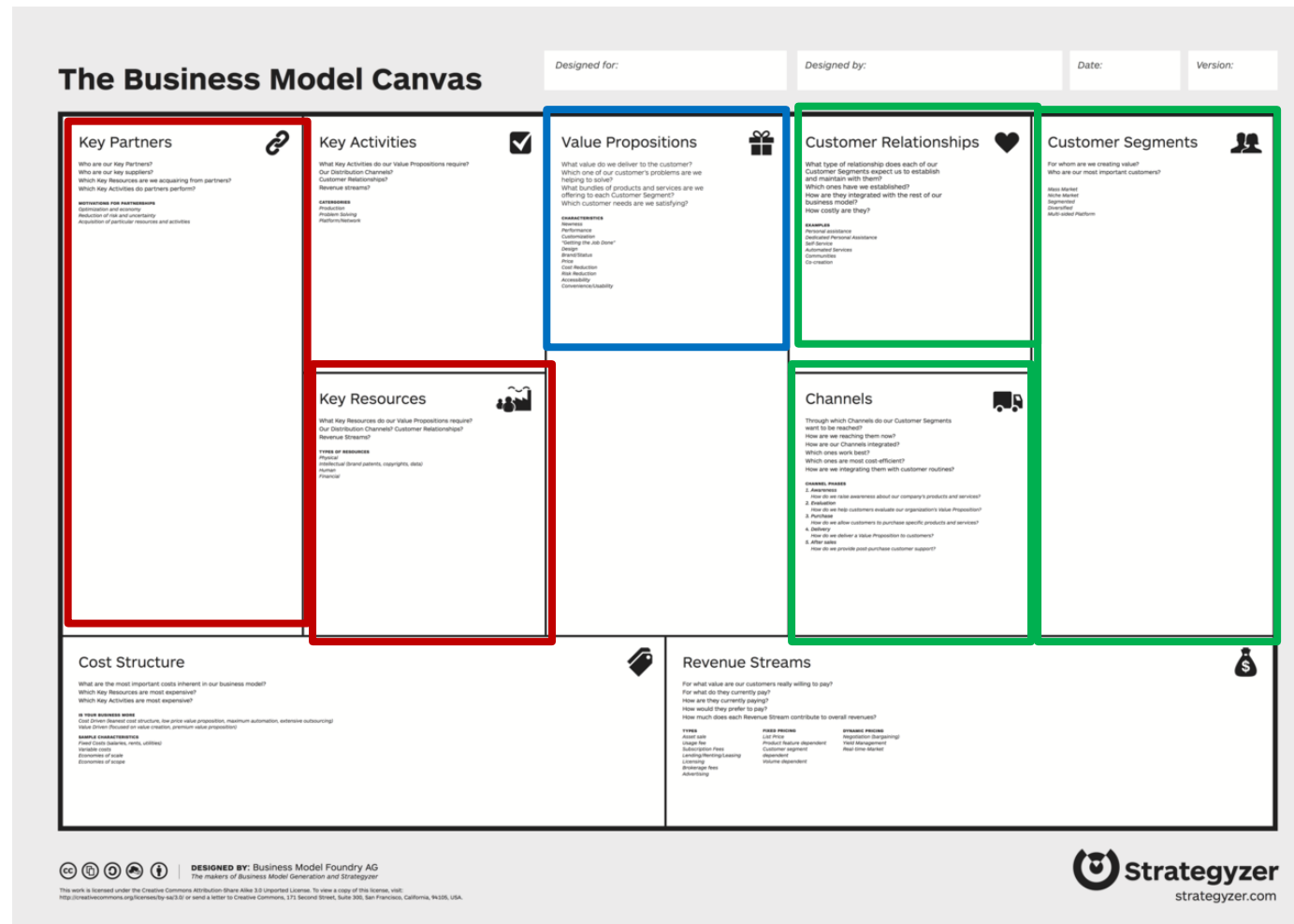


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# Dig Deep Into Your Team/BMC



# Dig Deep Into Your Team/BMC



**Selling:** creative, copywriting, videos, interactions

**Appeal to:** fear, greed, and relevance to pain points (which is F/G anyway)

**SMEs:** simplify your language. Use pictures. Keep data simple.

**MNCs:** perfect grammar. Respectful, professional tone.

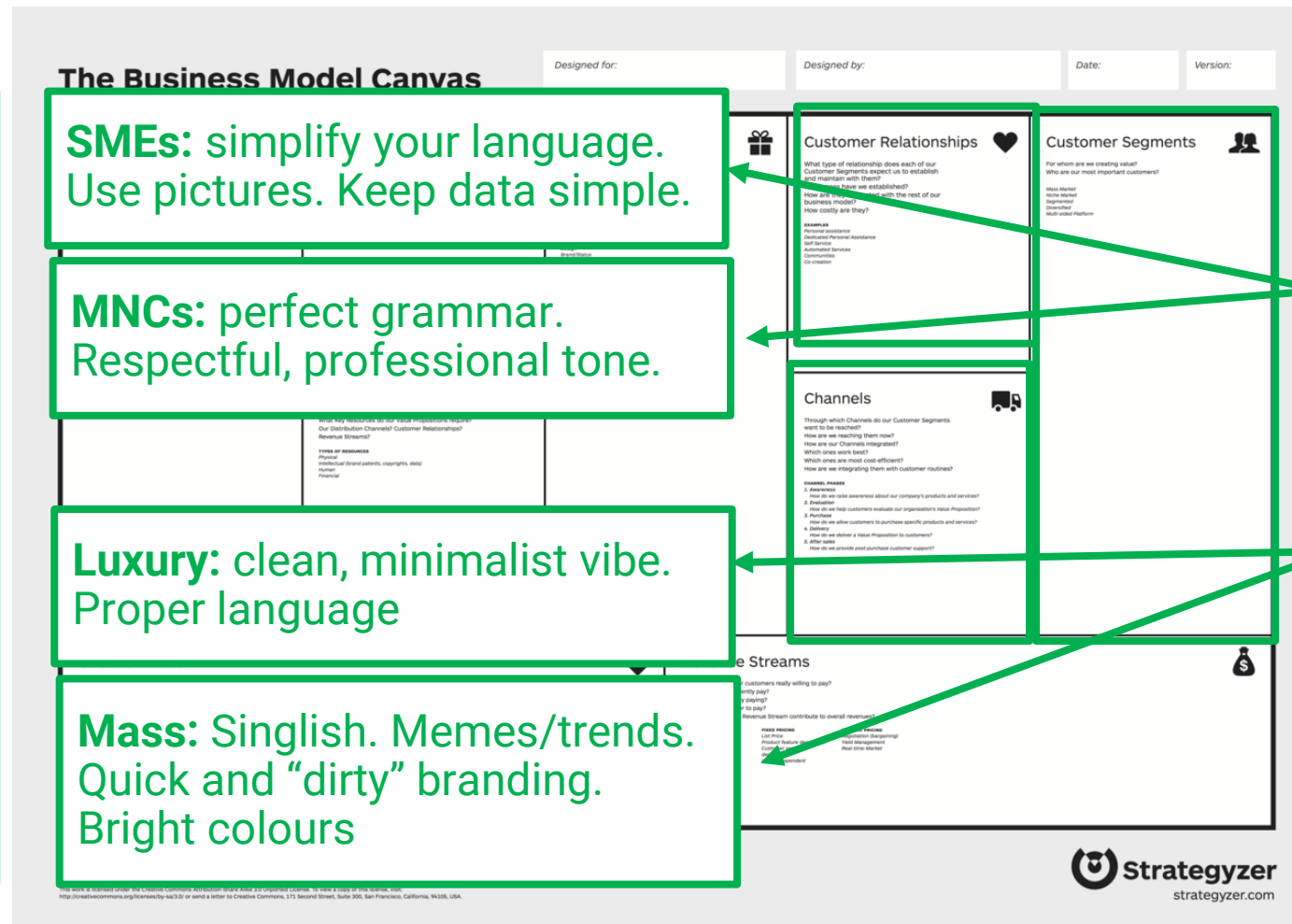
**Luxury:** clean, minimalist vibe. Proper language

**Mass:** Singlish. Memes/trends. Quick and “dirty” branding. Bright colours

**Channels, Segments, CRM**

B2B: clients, client-partners, how you reach them, how you speak to them (voice – tone, professionalism, etc.)

B2C: marketing channels, user stories, testimonials, pain points, etc. – what will you say to them in very limited space?



# Dig Deep Into Your Team/BMC



## Partners & Resources

Investors – if you are highly institutional, how you behave? How you talk? Carry yourselves?

Vendors/suppliers: any goodwill/vibe needed to attract the correct type?

HR: affects company culture, future hiring, etc.

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<b>Key Resources</b> What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? <b>KEY RESOURCES</b> Physical Intellectual Human Financial	<b>Channels</b> Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines? <b>CHANNELS</b> 1. Awareness 2. Acquisition 3. Evaluation 4. Purchase 5. Post-purchase How do we allow customers to purchase specific products and services? How do we deliver a Value Proposition to customers? How do we provide post-purchase customer support?	<b>Cost Structure</b> What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? <b>COST STRUCTURE</b> Cost Driver (focused on cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driver (focused on value creation, premium value proposition) <b>FIXED COSTS</b> Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope	<b>Revenue Streams</b> For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? <b>REVENUE STREAMS</b> Price Usage fee Subscription fee Licensing/Leasing Advertising Asset sale Lump sum Product feature dependent Customer segment dependent Revenue dependent Investment dependent Risk management Real-time market	

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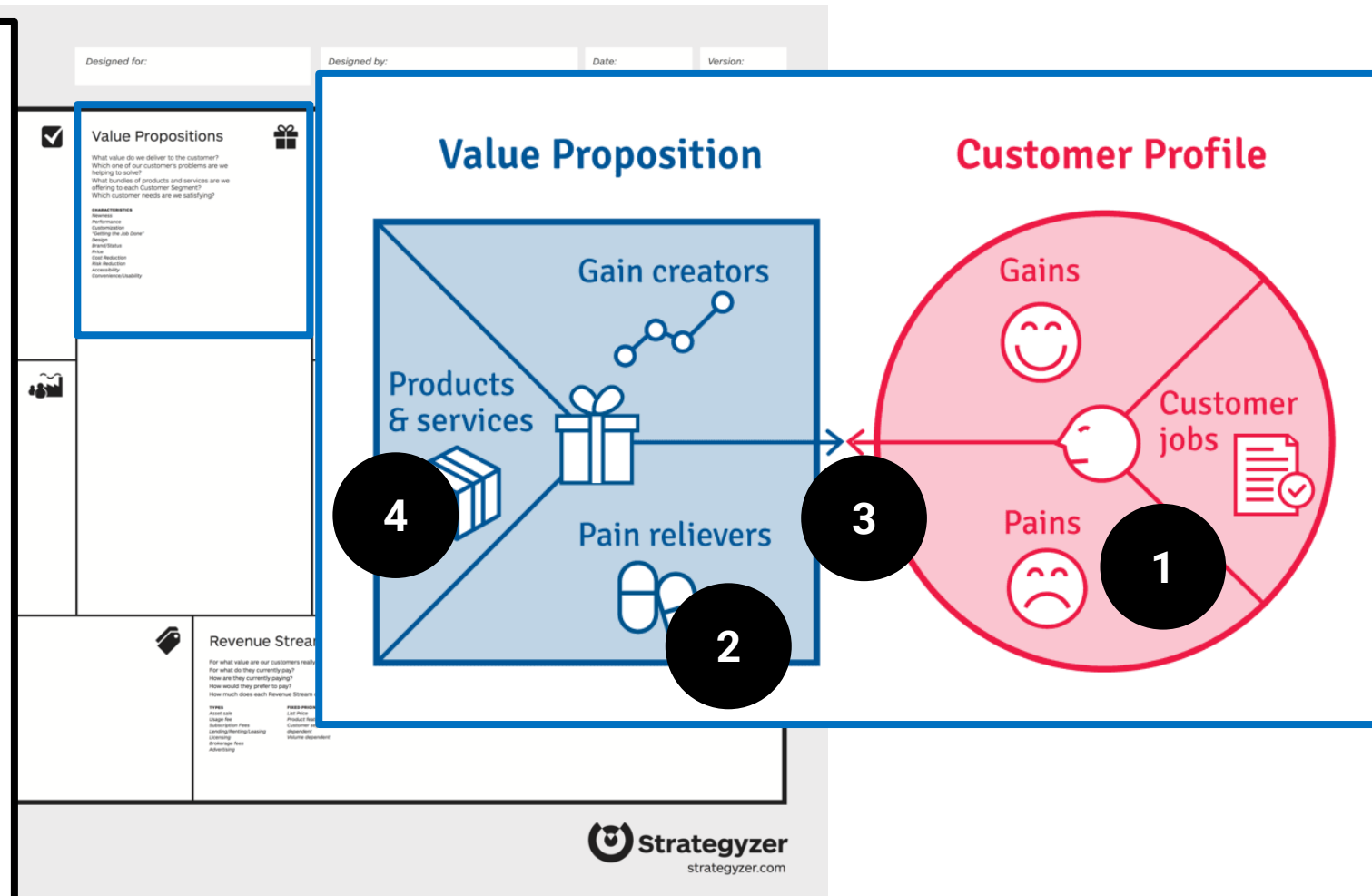
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# Dig Deep/Tools – VPC



## VPC

1. Tell them you know and feel their pain
2. Tell them what it is like when their pain is resolved
3. The bridge? Copywriting, creatives, branding, tone, colours, etc.
4. Only then you can sell your product's features



# Who Are We/Who Am I?



## The Golden Circle

### WHAT

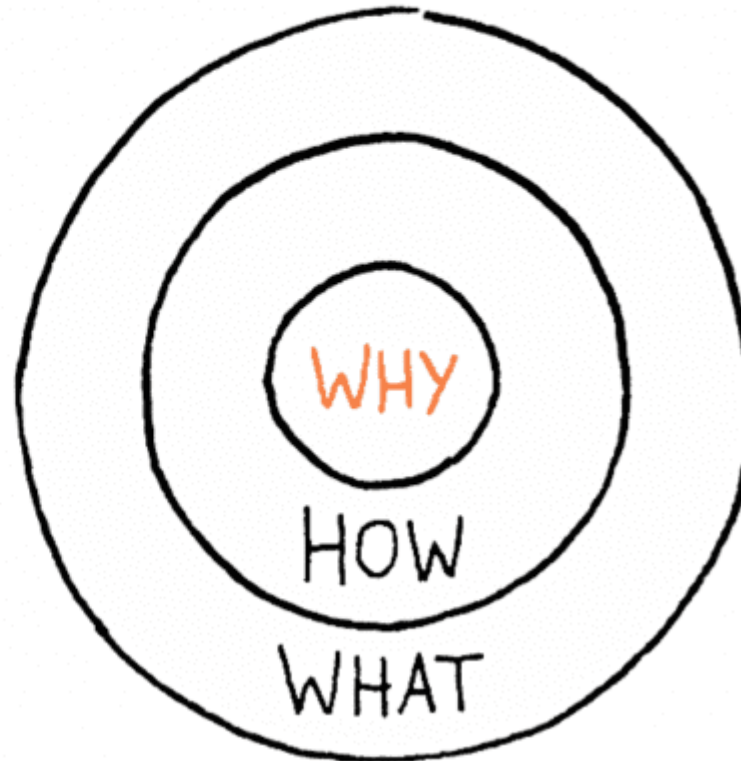
Every organization on the planet knows WHAT they do. These are products they sell or the services

### HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

### WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



# How To Make Them Love Us?

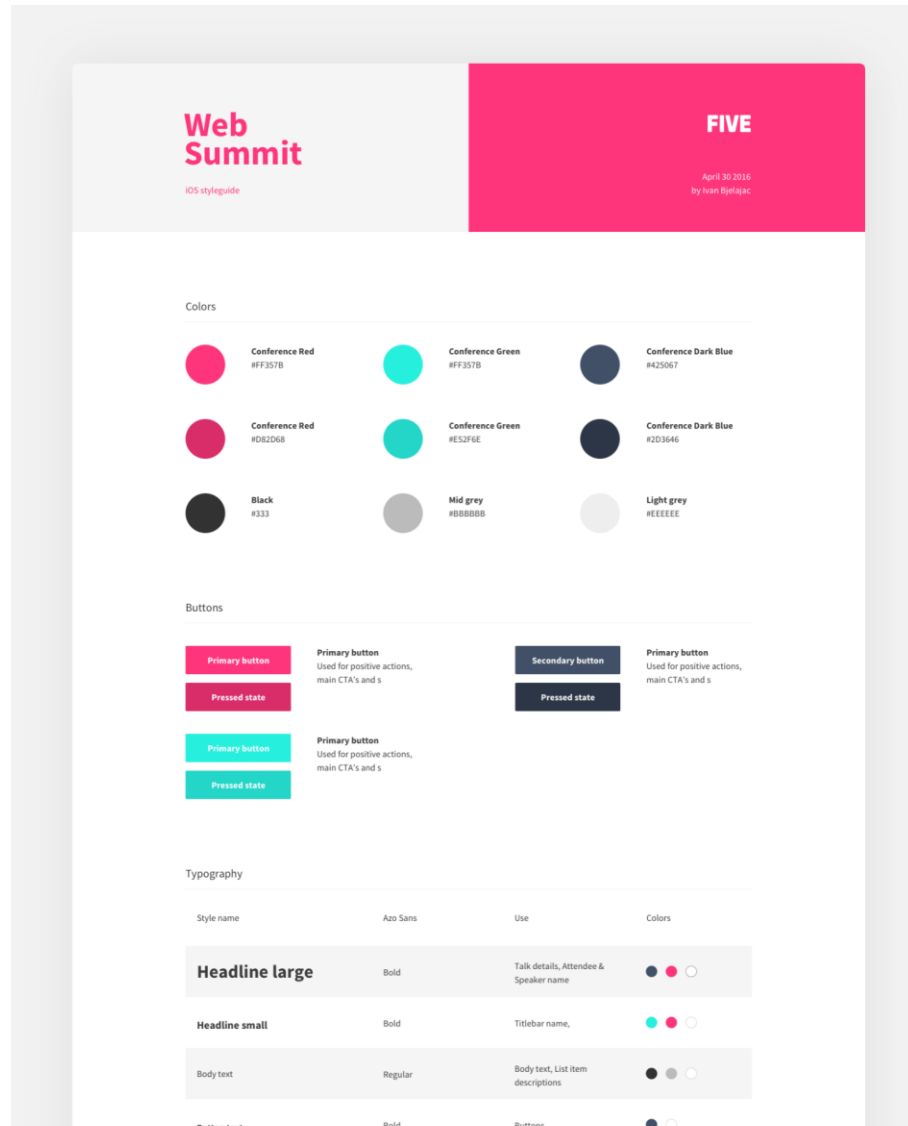


## BRAND LOVE KEY





# Communicating The Brand



# Brand Guide/Moodboard



## **Final notes:**

Choose the right frameworks for your vertical/business

If unsure, consult a mentor/advisor

CMO can/should be the brand custodian

Never compromise on your branding/brand messages

Be very OCD about everything branding related

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