



# STORY BUILDING

## PITCHING

When pitching about your product, adding stories to it can increase the interest in your audience as well as the value of your product.



## THEME

Select a theme for your story. Examples: traditional crafts preservation, crafts person journey, community benefits

## AUDIENCE

Determine your target audience for the story. One of the ways of determining is based on the socio-demographic factors of the audience



## VALUES

Select the values of the product from the PV Canvas that you created earlier. These values should be theme-relevant and interesting to the audience

## STORY

Build a story based on the previous steps

