



**Interreg**  
CENTRAL EUROPE



European Union  
European Regional  
Development Fund

**Structure is  
central to build  
better stories**



# Objectives of the story outline generator

To define what makes  
a good pitch story

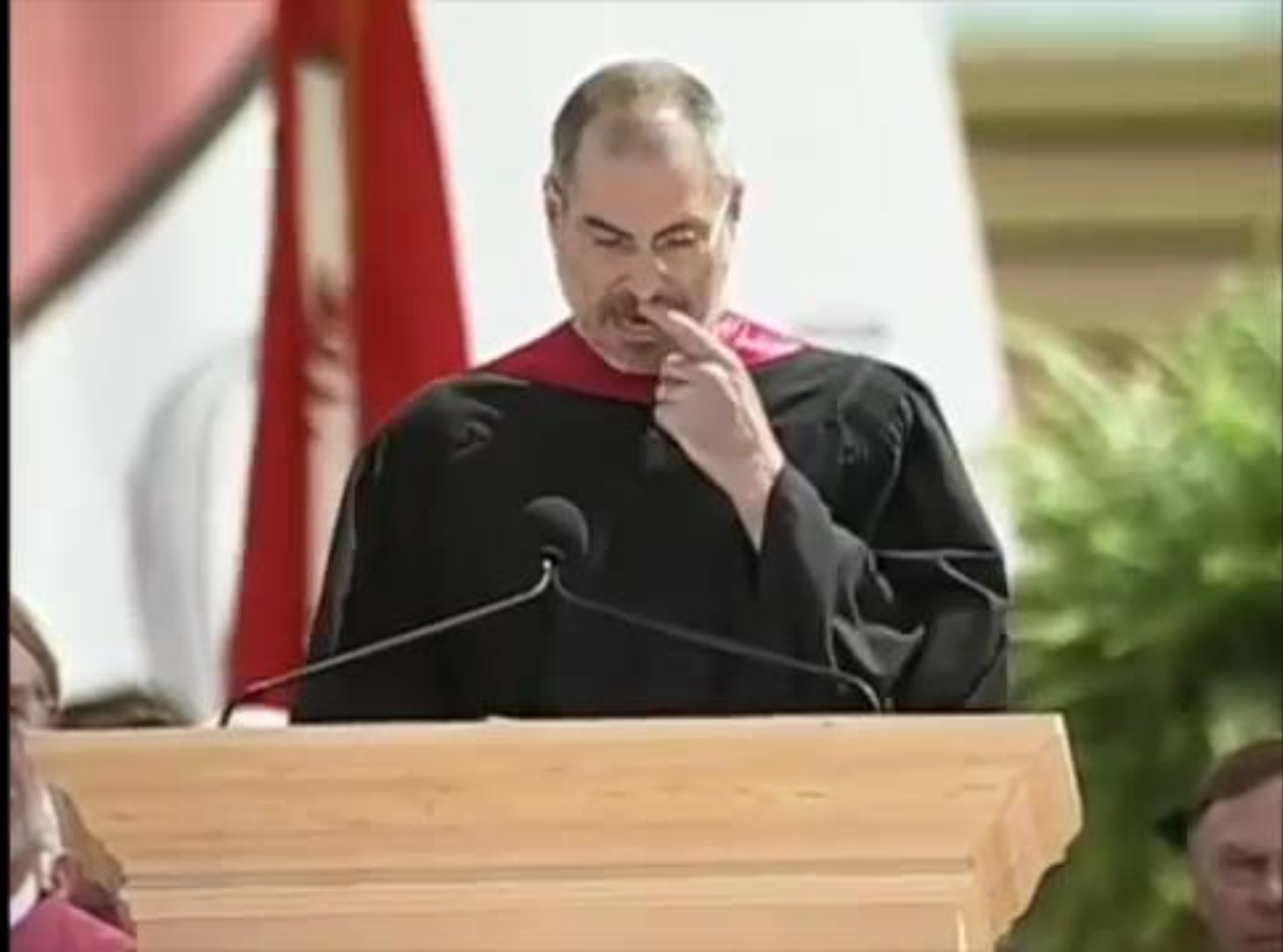
How to make it easier  
for all of us to create a  
better pitch story

**Do you remember  
the expert guy from Compaq?**

**John Cleese**  
**Compaq Ads**  
**From the Mid '80s**

**Do you remember what he said?  
Do you care?**

**What about this one?**



**What makes Steve Jobs’  
story so attractive and  
easy to remember?**



# Find the right **STRUCTURE** for your project story

---

...and people will remember what you said

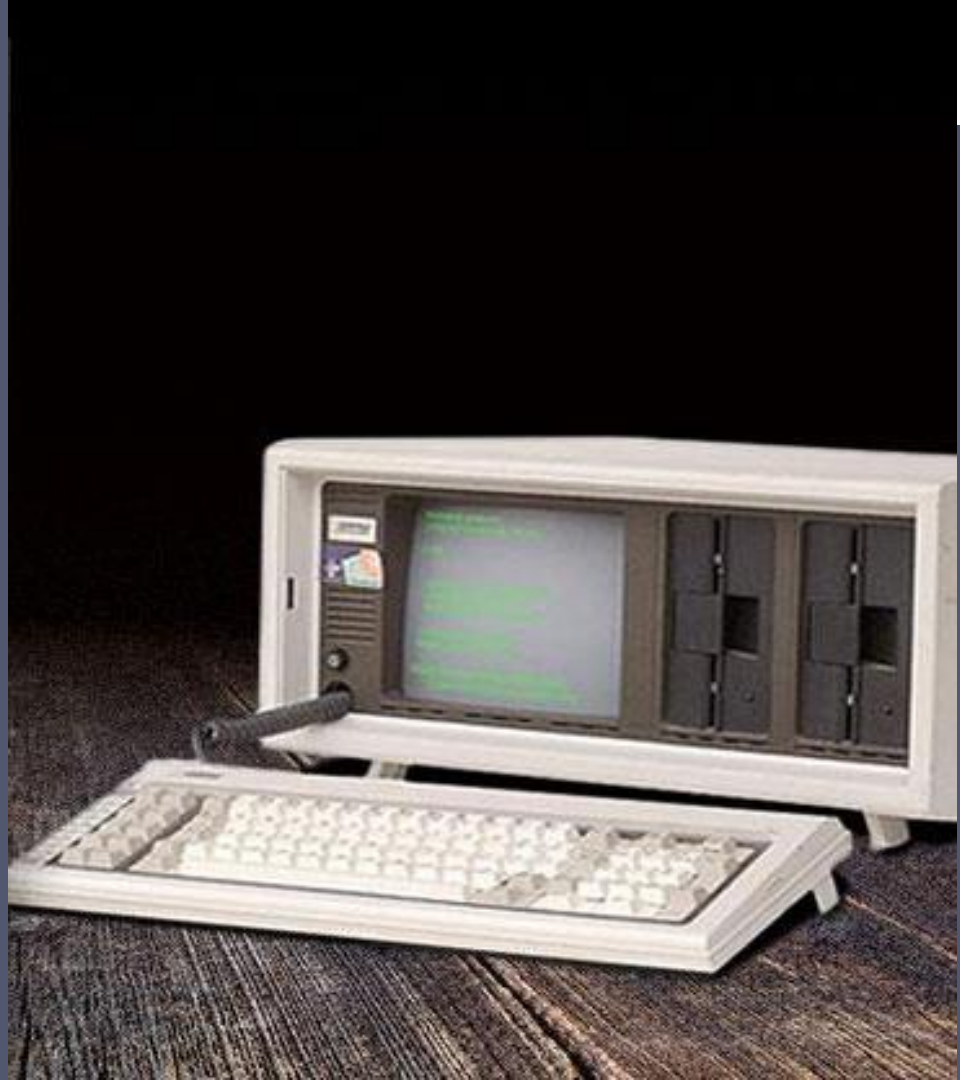
# The Compaq Pitch

St... act

Too ma... olution

No con... matters

N... p





# The “Steve Jobs” Pitch

*A “coming of age” story for students in 1 min*

Starts with a context description

Presents the challenge

Presents the gist of the solution

Brings proof that it worked out

Has a take-away message

**With our story outline generator  
we want to make it easy  
to replicate this structure**

This is your "pitch" story outline

**"CONTEXT"**

help to solve

**"CHALLENGE"**

This challenge affects in  
particular  
from

In fact they

To change this, cooperation is  
central because

This is why we,

**"SOLUTION"**

decided to work together with

who

Together we develop(ed)

**"CHANGE"**

We start(ed) by

We then work(ed) on

As a result,

**"PROOF"**

In three years of cooperation we

We also expect that after the  
project ends,

**Did we succeed?**

# How can we improve?