



Every Brand
Has a Story to Tell

THRIVERA

We're on a mission to help entrepreneurs brand, fund, & grow their ideas



Brand



Fund



Grow

A string of warm white lights is shown against a dark background. One light bulb in the foreground is in sharp focus, glowing with a warm yellow light. The other bulbs in the string are out of focus, appearing as soft, glowing bokeh circles. The text "So... you have an idea?" is overlaid on the right side of the image in a white, serif font.

**So...
you have
an idea?**

Creating a Product is only the First Step



You need a Brand

But, in a World
of Countless
New Brands...

Only Story Can Evoke an Emotional Response

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A vibrant, multi-colored water splash with a central vertical column of water droplets. The colors range from deep blue and purple on the left to bright yellow and orange on the right, creating a rainbow-like effect. The water is captured in a dynamic, mid-air state, with several droplets visible in the central column.

At the heart of every story
is a Resonating Truth

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@gothriviera



Objective

To teach you how to use the power of stories when building your company's brand

Agenda:

- I. The Founder's Story
- II. A Consumer's Journey
- III. Every Brand is a Mentor



It Starts with a Founder

You are the brand's first consumer

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Your Purpose

The “Why?”
Motivation
Passion

“A brand is not so much about rational arguments, but the way that the company resonates with people emotionally.”

- Steve Jobs

Steve Jobs

“Innovation at the Intersection”

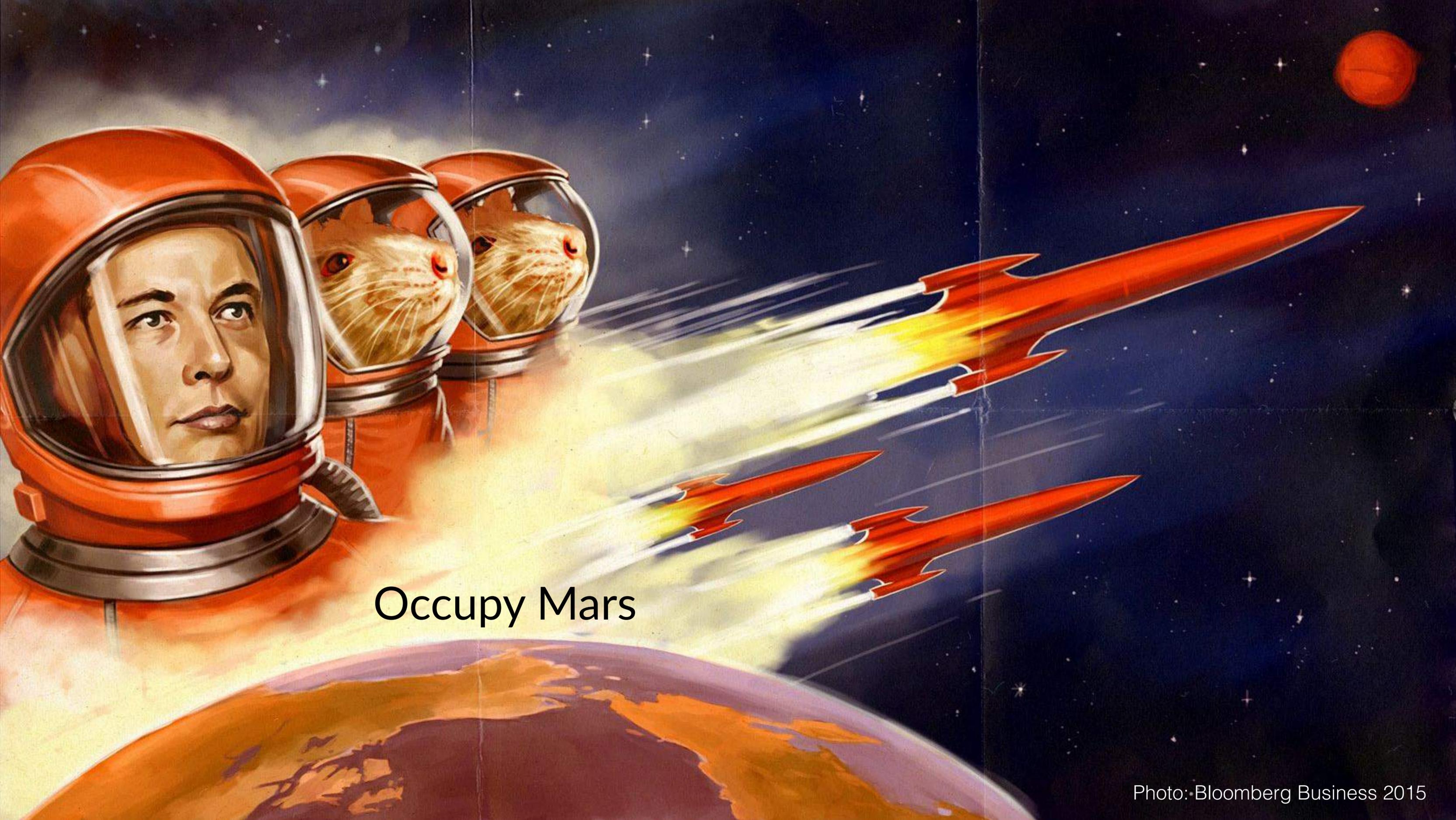


Your Vision

Imagination
Inspires
Limitless

“If something is important enough, you should try,
even if the probable outcome is failure.”

- Elon Musk



Occupy Mars

Human Connection

Empathy
Build a Relationship
Creates a Tribe



“

People don't buy
what you do. They
buy why you do it.

Simon Sinek

”

A person's legs in blue jeans and tan boots are visible, standing on a rocky peak. The background shows a vast valley with a sunset or sunrise sky, creating a dramatic and inspiring atmosphere.

Stand for Something

“If you stand for something you will have people for you and people against you. But if you stand for nothing you will have nobody for you and nobody against you.”

–Maurice Saatchi

BRANDS

So What is a Brand?

“A Brand is a promise you make to fulfill an unmet physical & emotional need”



The Secret to Storytelling

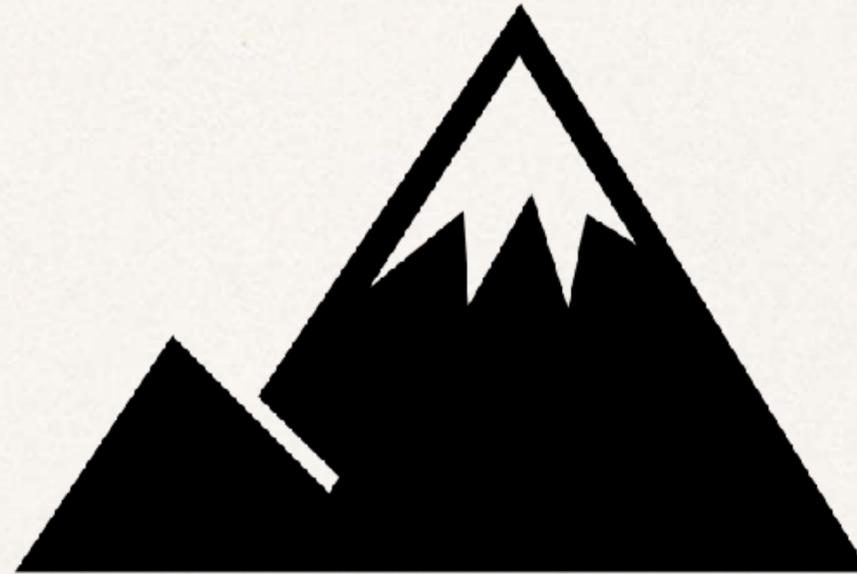
The Hero's ^{Consumer's} Journey

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Great Stories are about a Hero's Journey



Hero



Obstacle



Treasure

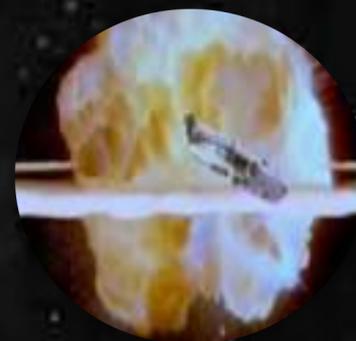
TITANIC



THE LORD OF THE RINGS



STAR WARS



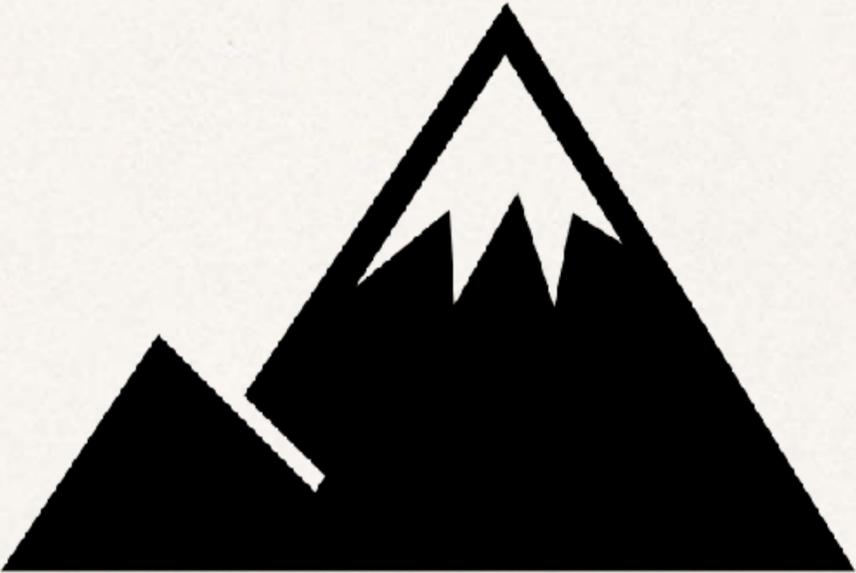
THE HUNGER GAMES



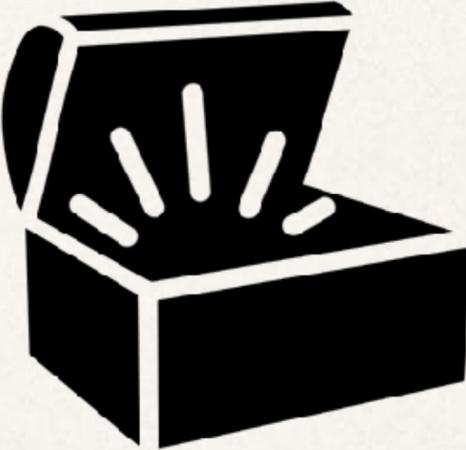
Great Brands Understand Every Consumer is on a Journey



Consumer



Problem



Treasure

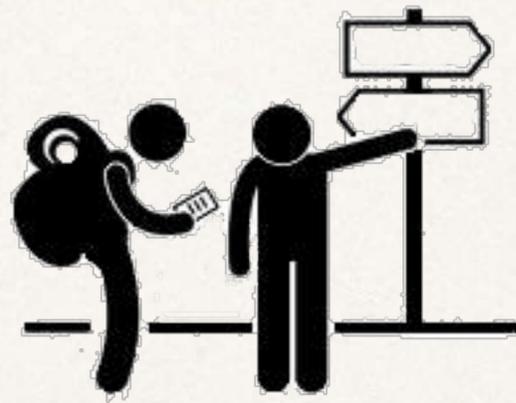
The Prom



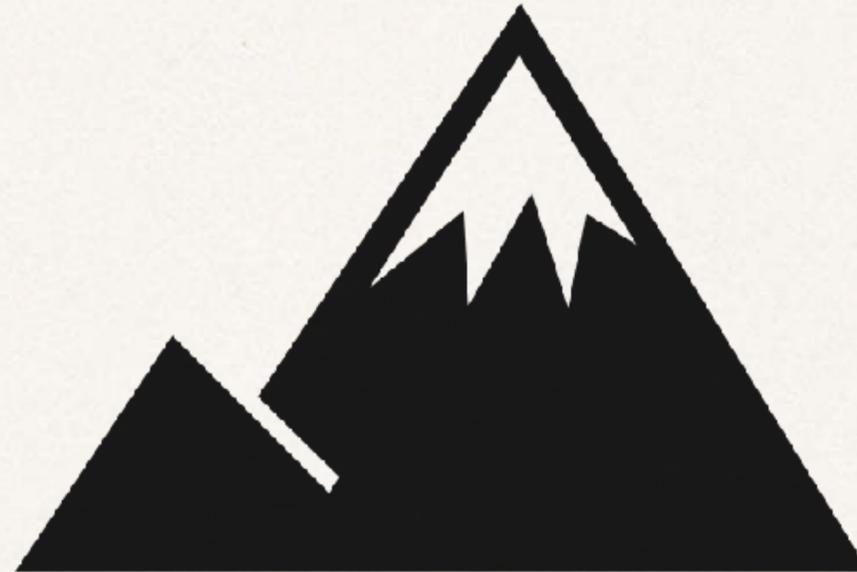
Your Role is to be
the Mentor to
Guide & Inspire



Brands Guide Consumers to Overcome Problems



Consumer & Brand



Problem



Treasure



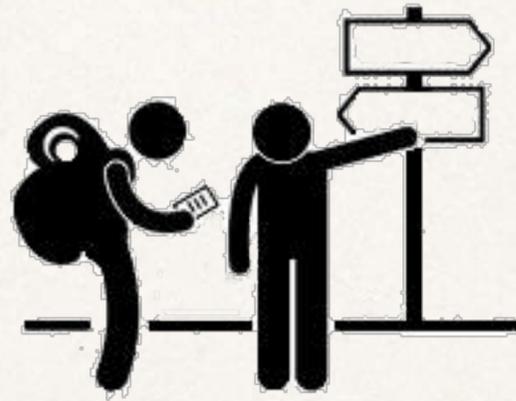
To Understand the Consumer, We Must Get Out of the Building

Find out who she is and the obstacle to overcome. Then give her what she needs to reach her goal

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A Problem Stands in the Way of the Treasure



Consumer & Brand



Problem



Treasure

What's the Treasure for Pampers' Consumers?



Pampers®



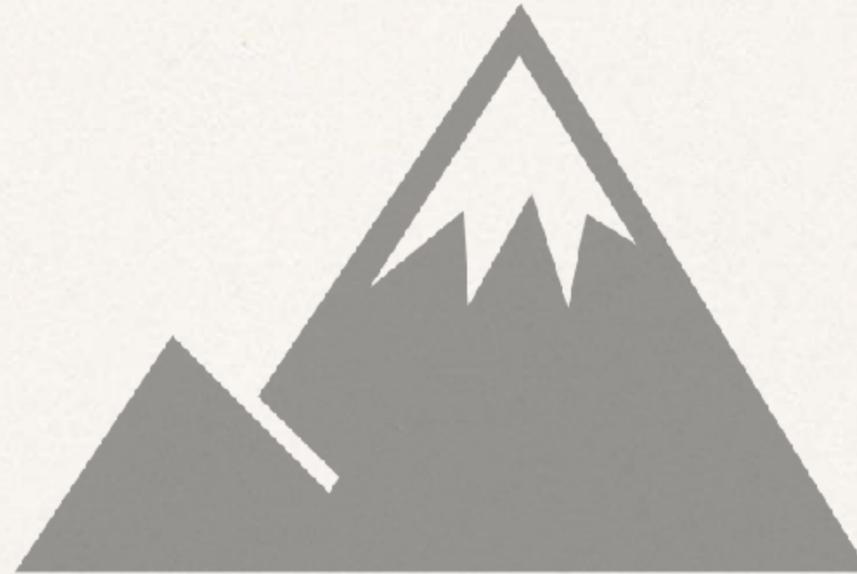
Functionally: Clean & dry baby

Emotionally: Peace of mind knowing you're a good mom

Great Brands Know that Treasure Must Be Worth Fighting For



Consumer & Brand

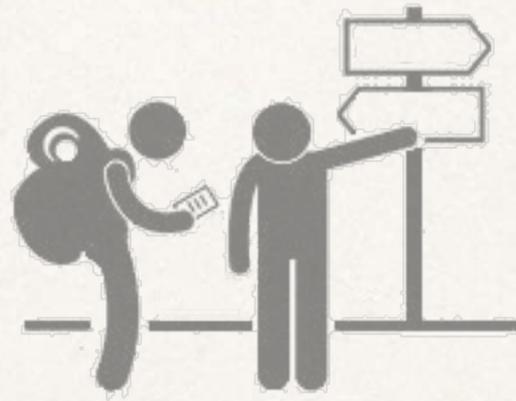


Problem

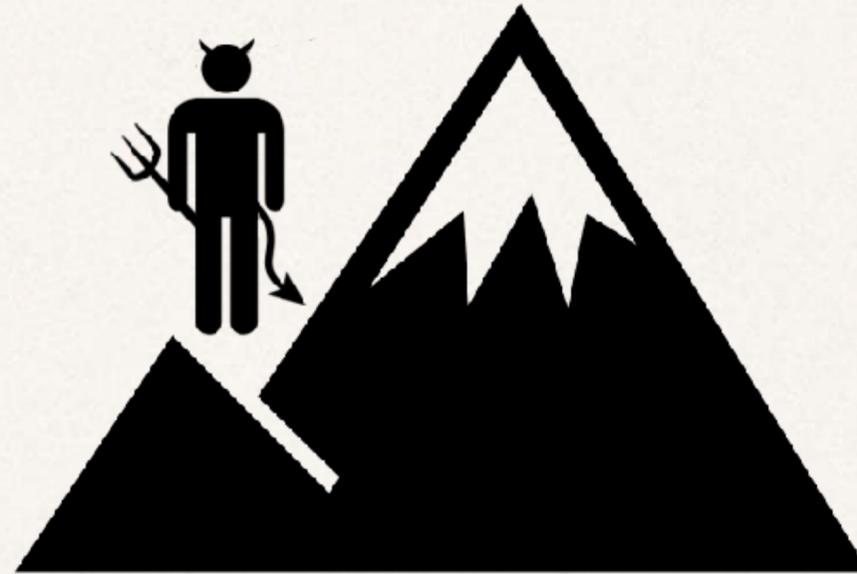


Treasure

The Problem Must Be Full of Conflict



Consumer & Brand



Problem



Treasure

Because A Problem Full of Conflict



Demands a response

Brings meaning

Creates empathy

What Major Conflict does Dollar Shave Club Solve for Men?

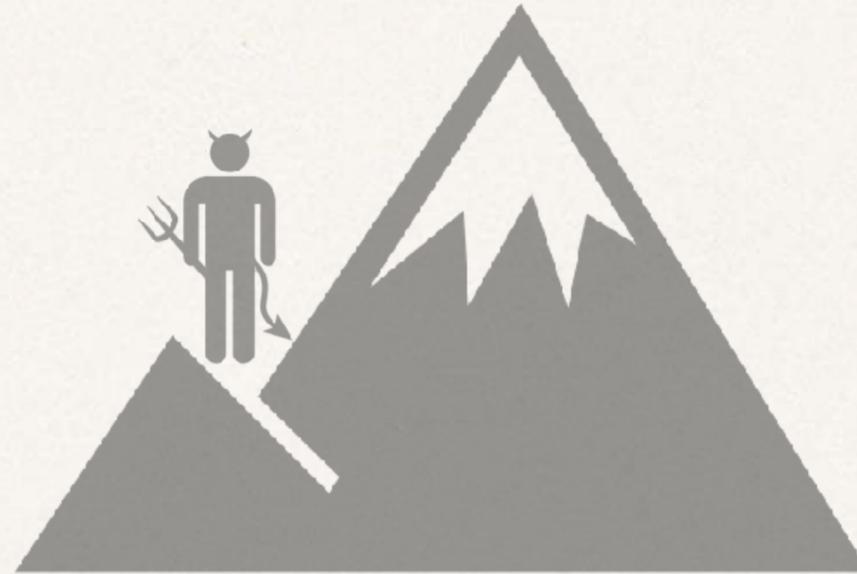


Do you think DSC understands their male consumers well?

Emotional Benefits > Functional Benefits



Consumer & Brand



Problem



Treasure





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#likeagirl

When a Brand Helps a Consumer Overcome...



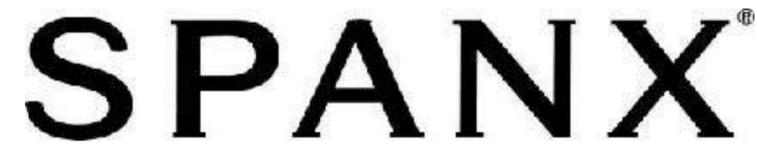
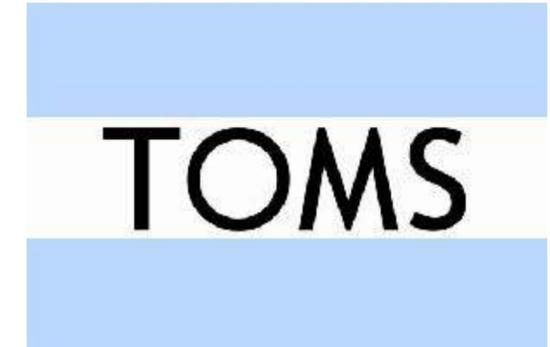
....Everyone Shares in the Victory

It's the Payoff Moment for Everyone

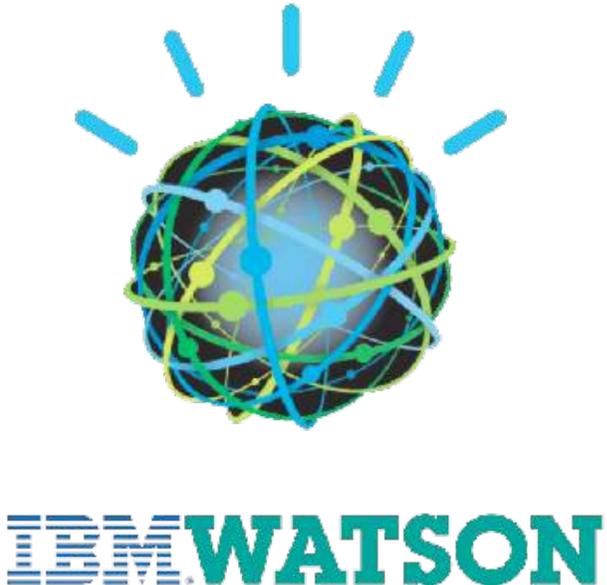
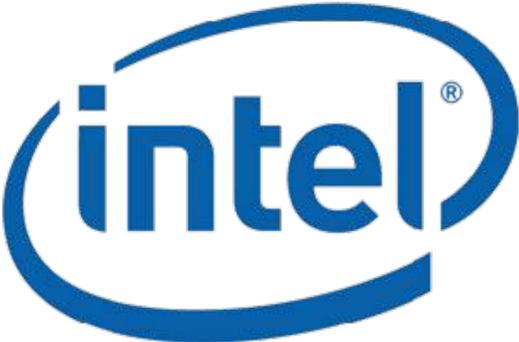


These validation points demonstrate traction for investors

B2C Brands Telling a Good Story



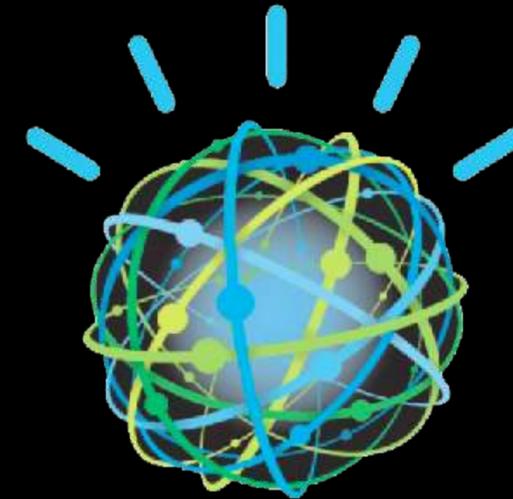
B2B Brands Can Tell a Great Story Too



The Secret to Good B2B Stories

Make your Company more “human”
by highlighting:

- UX/UI Design
- Core values
- Employee culture
- Social Issues



IBM.WATSON

How to Pitch a Great Story... Quickly!



A Pitch Should be Like a
Hollywood Trailer

When pitching to someone you meet, the response you want is...

“Tell me more”

A Hollywood Logline

In a dystopian future, a rebellious & tough-minded teenager AND her family live in a relatively peaceful mining town. BUT her tender young sister is condemned to take part in a fight-to-the-death game run by the oppressive regime. SO, in order to save the younger sister, she volunteers in her place and is thrust into the middle of a revolution.

A Hollywood Logline

A farm boy on a distant planet content with a simple life meets a hermit Jedi AND learns the way of the Force. BUT they receive a distress call from a captive Princess who's leading a rebellion against an evil empire. SO, together they set out to rescue her only to discover a world-obliterating battle-station that must be destroyed.

A Hollywood Logline

One of middle earth's smallest AND meekest creatures discovers a dangerously magical ring BUT soon he realizes that it is being sought after by an ever growing force of darkness. THEREFORE, a fellowship is formed tasked to destroy the ring before it consumes all the good in the world.

“Tell me more”

An Elevator Pitch in 30 Seconds

AND

1. Hi, I'm _____ **AND** here's the personal problem I faced **AND** this is what I learned...

BUT

2. **BUT** it led me to this bigger problem (obstacle) that consumers (heroes) face that needs to be solved.

THEREFORE

3. **THEREFORE** we created _____ to solve that problem and here's how we'll benefit from it (treasure)

I ran several businesses inside P&G over 18 years training leaders inside the company AND from afar, I watched StartupCincy as it began to grow & change our economy.

BUT unfortunately I also saw many startups fail, because they were unable to tell their story in a way to get the funding they need.

THEREFORE, I left my cushy corporate job to help startups brand, fund, and grow their ideas so we could change the world together.

Wanna hear more?

Takeaways

- **Your Startup Needs to tell a Great Story**
- **Consumer's are always the hero**
- **Stories can be told quickly: "Tell me More"**



Want to hear more?

Text me:

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