

# 31 Stunning Presentation Templates & Design Tips

GILL SCOTT 2018

## WE ALL HAVE STORIES TO TELL

AN INTRODUCTION TO STORYTELLING

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## WHAT IS STORYTELLING?

Storytelling is the social and cultural activity of sharing stories, often with improvisation, theatrics, or embellishment. Stories or narratives have been shared in every culture as a means of entertainment, education, cultural preservation and instilling moral values.

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“ Good content isn't about good storytelling. It's about telling a true story well. ”

WELCOME

## AirBed&Breakfast

Books Rooms with Locals, rather than Hotels

### MARKET ADOPTION

 <b>EVENTS</b> target events monthly	 <b>PARTNERSHIPS</b> cheap/alternative travel	 <b>CRAIGSLIST</b> dual posting feature
Octoberfest (6M) Cebit (700,000) Summerfest (1M) Eurocup (3M+) Mardi Gras (800,000)	GoLoco KAYAK ORBITZ	AirBnB Screenshot Craigslist Screenshot

### COMPETITIVE ADVANTAGES

<b>1ST TO MARKET</b> We are the first to market, creating a tool that allows to people to connect over a mutual interest.	<b>HOST INCENTIVE</b> There is a reason why the host would want to get setup with the application. The financial incentive.	<b>LIST ONCE</b> Hosts do not have ads that expire, but a profile with a listing of their location that is available for rent.
<b>EASE OF USE</b> The app is simple, intuitive and can even run with data or WiFi for extended periods of time.	<b>PROFILES</b> Create profiles that have ratings and feedback, for hosts and users to know who is reliable and professional.	<b>DESIGN &amp; BRAND</b> The aesthetics of the app design and website look out competitors that have outdated visuals.

## CORE MARKETERS

STRATEGY. PLANNING. RESULTS.

## SO, YOU WANT TO BE MORE DIGITAL? LEAVE IT TO US!

<b>YOUR CHALLENGE</b> A need to excel on the ground, offline and in-person while bringing all these unseen and unheard experiences of your business to life on the web.	<b>HOW WE CAN HELP</b> We improve what's working, by connecting to the digital world. We identify what's missing and create the right stuff for the right platform.
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## MEET OUR DREAM TEAM'S LEADERSHIP

 <b>SANDY IRIGORRICK</b> MARKETING DIRECTOR, VP • 8 years Marketing experience • Received 5 Pison Creative Awards
 <b>JORDON LOUIS</b> CREATIVE MARKETING DIRECTOR • 4 years Agency experience • Graduate of Design Institute
 <b>TINA W. MARGARET</b> LEAD DATA-MARKETING ANALYST • 5 years Industry experience • Graduate of George University