**STORYTELLING TEMPLATE**

**Follow these steps to tell your project story in the most impactful manner.**

**These steps are designed to make your project story understandable to a non-specialist.**

**#1 - CONTEXT: one or two sentences to give the user an understanding of the field we are talking about**

ex. Our region has thousands of very motivated youngsters who are ready to launch innovative projects

**#2 - REAL PROBLEM: Some specific people have a problem, and your project solves it for them - one sentence**

ex. But for them it can be hard to know where to start or where to find help and mentorship, as they often have no previous experience launching projects

#**3 - EXPECTATIONS (PROMISE): We are making a promise to the listener that we will solve their problem - one sentence**

Could we help them take the leap and start, by connecting them with mentors who already took the path before them?

**#4 - CATEGORY SOLUTION: We explain what we launched as a solution in a way anyone can understand - as a category of solutions**

We launched a digital platform to match youngsters with ideas and mentors with experience

**#5 - HOW IT WORKS (1/3): We give the first thing we did with our project to solve the problem**

* **This is what we did …**

We started by contacting 100 mentors in the fields of innovation, green energy and sustainable development

* **WHY did you do this? (Because…)**

Because we needed to put the focus on sectors which would benefit our entire region and match the EU priorities of investment

 **#6 HOW IT WORKS (2/3): the 2nd thing you did in the project and WHY you did it**

We then worked with them to create a platform where they could rapidly share their expertise, using their phones or computers in the fastest manner, because we knew that making it easier for them would result in more advices being shared

 **#7 HOW IT WORKS (3/3): the 3rd thing you did in the project and WHY you did it**

And we then promoted the launch of the platform with to all the schools and universities of the region, so as to attract the most motivated youngsters in our region to the website and that they register a profile.

 **#8 PROOF IT WORKS: Two or three numbers or testimonials, or press clips that show that you delivered on your #3 PROMISE (ex. we reached 35% of all the people and managed to get a reaction from the Ambassador..)**

In less than 12 months, over 100 mentors registers, and more than half of them kept being active once a week to help youngsters. On the other side, 4000 young entrepreneurs registered, and collectively over 1200 advices were shared in an expanding database of questions and answers. And thanks to this first success, we could launch a weekly webinar answering the most pressing questions from the youngsters.

While it is still early to see the results on projects and new companies – we are estimating that around 100 new projects are currently applying to funding opportunities from our Programme – that did not exist before this project.

 **#9 VISION: One sentence that tells people what you aspire to do in the world. Ex. by working every day on helping entrepreneurs, we help the world become more innovative and ...**

By helping youngsters be more confident in their own skills and overcome their doubts, we help our entire region become more innovative and look at the future with confidence.

 **#10 BRAND & logo: your project name, partners, funding and any information that can help someone find you back and contact you.**

We are the … programme for …