



Case Story:

Partners in a bike shop **start-up resolve go-to-market conflict before launch.**

SCENARIO:

A couple of entrepreneurs are enthusiastic about investing in a new bike store concept that will utilize technology to customize products and experiences. He is a world-class cyclist who appreciates fine German-made bikes and a dedicated dad. She's a customer experience strategist and a working mom with quality family time and her children's cycling safety foremost in her mind. They have different visions for their store. And, oh yeah, they're married. They partner with 21 Day Story™ to engage their network and draw resolution.

DEFINE:

Story Participants, who include potential customers and cycling experts, enthusiasts and novelists, provide clarity on the problem to solve. Framing the business challenge as 'What problems exist in the marketplace that a new bike store concept can resolve?' This helps move the partners from a binary choice of 'Whose vision is right?' to a realm of possibilities. It turns out that almost all the participants know where to buy a bike. What almost none of them know, and want, are reliable information and community. How to provide customers with cycling information, and how to build communities of cyclists are this story's dramatic challenges, according to its storytellers.

EXPLORE:

With the problem defined, participants generate many ideas for how to resolve them, yield customer engagement, and spur transactions in the process. Bike safety, route ratings for riders of different skill levels, expert mechanics, social rides, cause-related rides and cycling as part of an overall fitness regimen are just a few of the ideas that get expressed, rated, refined and prioritized by contributors in this phase of their 21 Day Story.

RESOLVE:

With the best ideas that offer the best odds for a sound investment in the start-up, participants add context and inform a Roadmap that keep the start-up on track. Ready to ride!