THE STORY STRATEGY BLUEPRINT

Created for **Flow Hive***

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1. STORY

Beekeepers who love their trade, but run into issues with extracting honey: stressed bees and a complicated process.

"I love being a beekeeper and protecting my hive. It excites me when honey is ready for harvest."

CUSTOMER

Can care for bees and harvest honey in a way that reminds him of why he became a beekeeper.

Harvesting honey is fun again. Pride in knowing bees are protected. More excitement over role as beekeeper.

3. PRODUCT

Flow Hive: a system that lets you check the readiness of honey and release honey without disassembling the hive structure.

Honey that's extracted when it's ready, with less stress to the bees and less time and effort for the beekeeper.

COMPANY

Make getting honey easier, more fun, cleaner, and safer for both beekeeper and the hive.

Honey extraction is centuries old. No methodology or tools have evolved to make the process safer, more fun, and more effective.

Stressed at the prospect of extracting honey, and concerned about hurting the hive.

4. EXPERIENCE

2. INSIGHT

*For illustrative purposes