



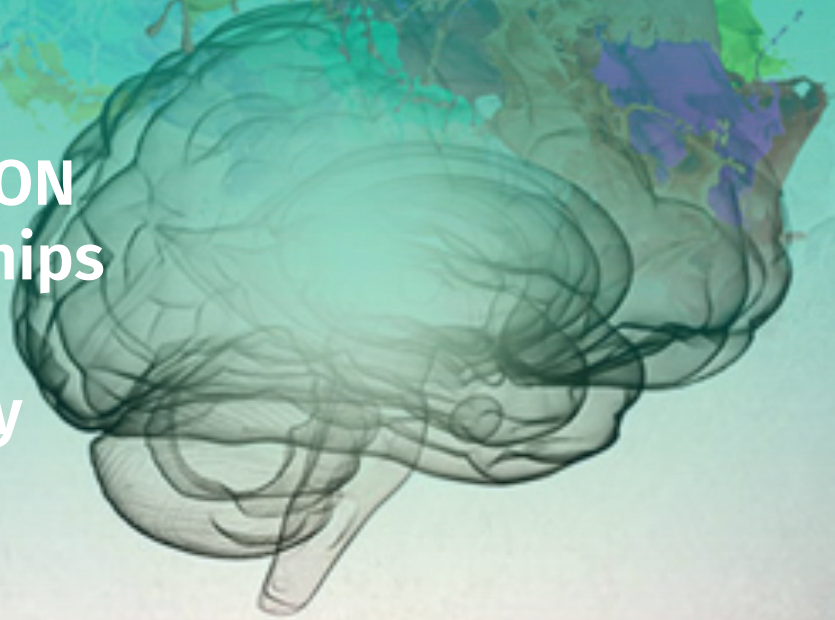
COFFEE, PLACEBO, OR METH:

Best Practices for Educational Storytelling in Entrepreneurship

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STORYTELLING & THE BRAIN

- EMOTION BEFORE ANALYSIS
 - BRAINS NEED CONTEXT
-
- Narratives Build Empathy
 - Cortisone & Oxytocin
 - Attention + Give A S**t = IMMERSION
 - Navigating Emotions & Relationships to Build Strategy
 - Storytelling is Universal & Rapidly Scalable



COFFEE, PLACEBO, OR METH



The craft of our construction will determine the efficacy of our educational storytelling.

THEORY TO PRACTICE

Casework Demo Actionable Tips What's Working for You?

Scenarios

- Chapter 1:
The Problem:
The Graver Bros.
- Chapter 2:
The Solution:
Irma & Her iPhone

Notifications

@jjohnson added a note at 00:54
THAT'S THE MILLION DOLLAR QUESTION! What are they fixing?

@mfisher added a link at 00:44
the problem with "experience" for entrepreneurs...

@jeremylee added a note at 00:40
Is it TRUE that you can only solve one problem with startup? Do you have any ex

- GROUPS
- general
- USERS
- @mfisher
 - @jgordon
 - @nseifert
 - @nduffy
 - @vrobinson
 - @jjohnson
 - @jeremylee
- MORE USERS...

SET ONLINE STATUS

#Cohort 4

unless they're working from savings: business licenses, insurance, etc.

mfisher 11:59 AM
@jgordon what do you think the sq ft rents are in a place like that?

mfisher 12:33 PM
it can't be that much can it??

jjohnson 12:37 PM
gotta be under a buck per foot. they can probably get an incentive from the city.

jeremylee 12:47 PM
OK, guys. Let's think about our conversation in class on Tuesday. How do urban centers in predominantly rural places figure in to tech ecosystems?

mfisher 1:50 PM
<https://www.youtube.com/watch?v=il2uJTlywso>



Message

