

Storytelling Canvas

Information	Who?	What?	When?	Where?	Why?	How?		
	Target audience							
	What do you want to achieve?							
	Characters		Conflicts		Emotional connection		Plot	
	Act 1			Act 2			Act 3	
	Introduction	Call to action	Crossing the threshold	Mentor/ Helper	First challenge, point of no return	Temptation	Dark moment	Final Conflict/Climax
Distribution (mad tee party)	Format, design, tone of voice (Immersion)							
	Channel (way of presenting)							