



BEFORE THE DECK

Venture One-Pager

HANY ZUHUDI
STUDIO DESK
TEMPLATE

The whole idea on one page, in the order a skeptical reader needs it.

THE PROBLEM, AS SOMEONE ACTUALLY EXPERIENCES IT

WHO HAS IT, SPECIFICALLY

WHAT WE ARE BUILDING

WHY NOW

WHAT WOULD HAVE TO BE TRUE FOR THIS TO WORK

THE CHEAPEST PROOF WE CAN BUY NEXT

WHAT WE ARE DELIBERATELY NOT DOING YET

If a section will not fit in its box, the thinking is not finished.

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