

PRODUCT STORYTELLING WORKSHOP

A hands-on workshop using LEGO® SERIOUS PLAY®

Objective

To guide founders and early-stage teams through the messy middle between “we have an idea” and “we know how to pitch it. This workshop uses LEGO® SERIOUS PLAY® to help teams clarify their product story, align on purpose, and build a pitch that resonates.

Why Startups Should Do This

Your product might be brilliant, but if your story is weak, no one will care. Whether you're pitching to investors, customers, or collaborators, your story is your leverage. It's what makes people believe or walk away.

In this hands-on workshop, you'll:

- Build your narrative visually and metaphorically
- Understand what makes a pitch memorable
- Walk away with a sharper, clearer, more human pitch

Outcomes

- A clear product narrative with emotional and logical impact
- A metaphor-rich model of your product story
- Alignment across your team on message and intent
- Confidence to pitch with authenticity and clarity

Best For

- Early-stage startups with an idea or prototype
- Student founders preparing for demo days
- Cross-functional product teams refining a pitch
- Startup cohorts in incubators or bootcamps
- Special Introductory offer for registration and costing kindly contact
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