

NAME: _____

VERSION: ____ DATE: _____ GROUP: _____

HELPERS
who can help us



MISSION
what's our mission



UNIQUE & COOL
what's unique & cool about our story



EMOTIONS & REACTIONS
how do we want our audience to react & feel



AUDIENCE
who is this for



TEAM & SKILLS
what skills do our team have



THE BIG IDEA
what's the big idea



MEDIUM & STYLE
what are we creating



TIME // PLACE // THINGS
time to spend, places to visit and things we need



PURPOSE // FUN // LEARNING
why are we doing this/what will we learn/what fun will we have



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