

Use of Visual, Animating Narrative in an Entrepreneurial Storytelling: A Case Study of Greenesignit! Card Game, Educational and Brainstorming Tool for Development of Sustainable Products

Authors : Maja S. Todorovic

Abstract : This paper aims to promote entrepreneurial storytelling by exploring new ideas and learning practices. An entrepreneur needs to be a 'storyteller', an 'epic hero', capable of offering an emotional connection to his audience, a character with whom audience can identify with, rejoice, suffer, celebrate, fail - simply experience everything. In other words, a successful entrepreneur is giving tangible experience through his business story and that's what makes his story and business alive. Use of mythology, eulogy, metaphor, epic, fairytales and cartoons, permeated with humor and sudden twists is a winning recipe for a business story that captures attention. In the business case of the Greenesignit! Card game, (educational and brainstorming tool for development of sustainable products) we will demonstrate how an entrepreneur successfully used visual narrative to communicate his story and at the same time as a vehicle to transmute his message in learning tool and product development.

Keywords : animating narrative, entrepreneur, Greenesignit! card game, visual storytelling

Conference Title : ICIE 2016 : International Conference on Innovation and Entrepreneurship

Conference Location : Venice, Italy

Conference Dates : April 11-12, 2016