

Case Study

fAlcon, AI-powered Conferences

Background

fAlcon is an AI-powered event management platform designed to help international organizations optimize conferences through automated reporting, seating arrangements, and interactive attendee engagement.

When the fAlcon team engaged with the Storybuilding methodology, they faced a common challenge: shifting from a product-centric narrative to a truly customer-centered story. Through a structured application of the Storybuilding process, the team redefined their positioning, clarified their key message, and built a compelling brand story that resonated with their audience.

Applying the Storybuilding Methodology

Phase 1: Understanding the Audience

Key Challenge: Identifying the true stakeholders and understanding their priorities.

- **Initial Assumption:** The team initially defined their audience as event organizers.
- **Discovery:** Through the Stakeholder Canvas exercise, they realized that while event organizers paid for the service, attendees and policymakers were the ones interacting with it.
- **Breakthrough:** By categorizing stakeholders into primary (organizers) and secondary (attendees, policymakers), they ensured their messaging resonated with all relevant audiences.

Key Question Raised: *How do we segment stakeholders when multiple groups benefit from our service?*

Storybuilding Insight: The team used different-colored sticky notes to separate stakeholder needs visually. This exercise helped them identify overlapping pain points and clarify how their solution served different groups in complementary ways.

Phase 2: Defining the Organization's Role

Key Challenge: Moving beyond a tech-focused identity to highlight real customer impact.

- **Initial Assumption:** "We provide cutting-edge AI for event management."
- **Discovery:** Customers didn't care about AI—they cared about **how** the AI helped them make sense of chaotic conferences.

- **Breakthrough:** The team repositioned their messaging from "AI-powered event management" to "**AI that helps international diplomats make informed decisions faster.**"

Key Question Raised: *Are we competing on technology, or are we competing on how we use it?*

Storybuilding Insight: The team realized that technology was a means, not the message. They framed their story around the **human benefit**—cutting through information overload at conferences.

Phase 3: Crafting the Story

Key Challenge: Structuring a compelling narrative that immediately resonates.

- **Initial Assumption:** The story should lead with AI capabilities.
- **Discovery:** Customers connected more with a **problem-first approach**: "Imagine attending a global conference with hundreds of sessions—how do you find what truly matters?"
- **Breakthrough:** They structured the story around the diplomat's journey: **overwhelmed at a conference → using fAIcon to stay informed → making smarter decisions faster.**

Key Question Raised: *What will make a potential customer nod and say, "Yes, that's exactly my problem"?*

Storybuilding Insight: They tested different opening narratives and found that highlighting "cutting through information overload" resonated most with customers.

Phase 4: Testing the Story

Key Challenge: Ensuring the story resonates with real customers.

- **Initial Assumption:** The best approach was to focus on automation and efficiency.
- **Discovery:** Feedback revealed that customers were more drawn to the "human augmentation" aspect—AI assisting, not replacing human decision-making.
- **Breakthrough:** Small wording shifts made a big impact. Saying "AI helps you summarize sessions instantly" worked better than "AI automates reporting."

Key Question Raised: *What wording makes customers see themselves in the story?*

Storybuilding Insight: Customers wanted to see AI as an **assistant, not a replacement**. Positioning fAIcon as "a personal diplomatic assistant" made the concept feel more relatable.

Phase 5: Refining the Final Story

Key Challenge: Creating different versions of the story for various uses.

Breakthrough: The team created different lengths of the story:

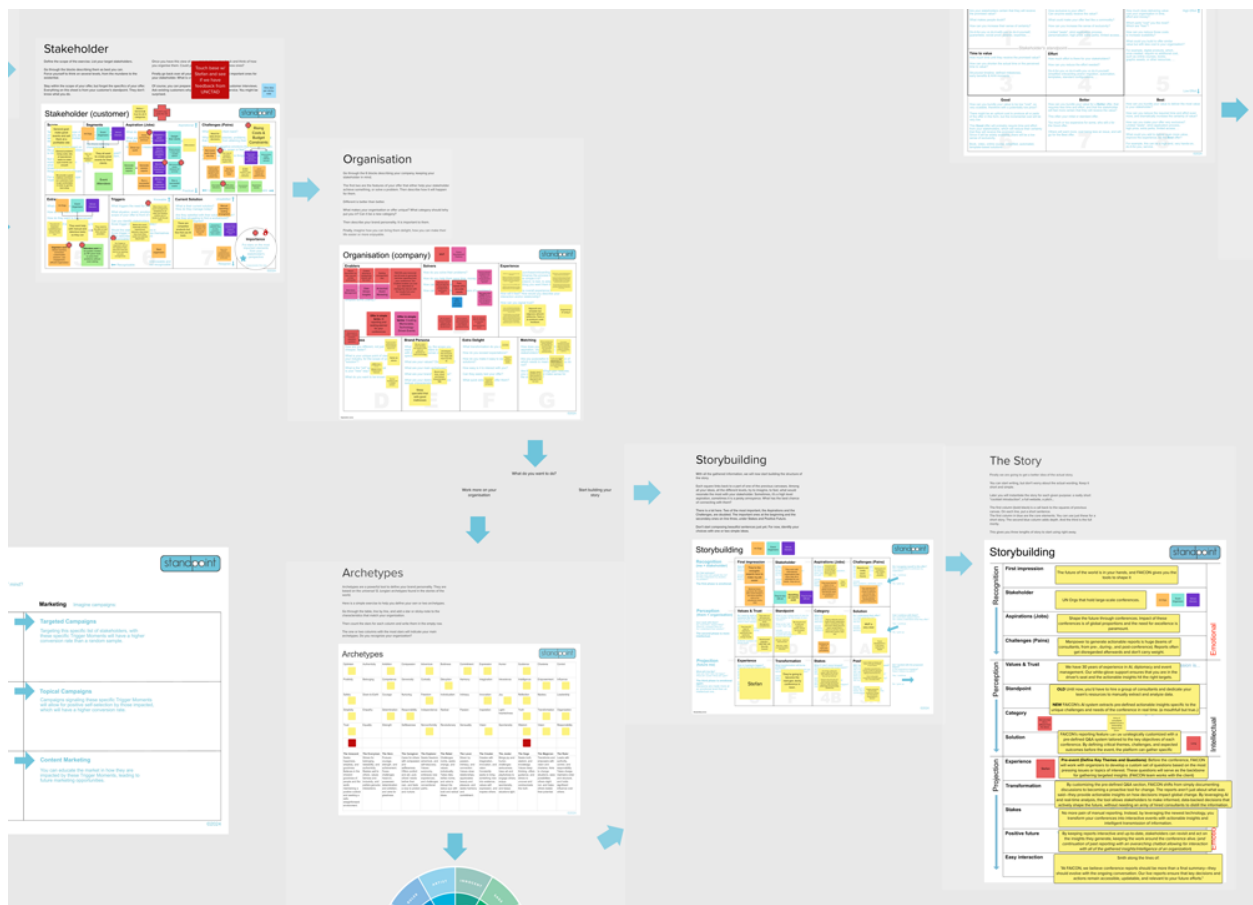
- **Cocktail Pitch (30 seconds):** "fAIcon helps international organizations cut through information overload at conferences using AI-powered insights."

- **Website Message (Medium):** "Navigating a global conference can be overwhelming. fAIcon provides instant summaries, seating arrangements, and AI-driven insights to ensure you never miss what matters."
- **Full Story (Detailed):** A structured narrative showcasing the before-and-after journey of a diplomat struggling with conference complexity and how fAIcon makes decision-making effortless.

Key Question Raised: *If we had just one sentence to describe our product, what would it be?*

Storybuilding Insight: By creating **multiple versions of the story**, the team ensured clarity across all touchpoints—whether in a pitch, on a website, or in a proposal.

The Whiteboard



Final Impact

After applying the Storybuilding methodology, fAIcon transformed its brand messaging. Instead of an AI-driven event tool, they became the **essential assistant for international diplomats navigating complex conferences**. Their revised storytelling approach made their value proposition clearer, more engaging, and more relevant to their audience.

By focusing on the customer's perspective rather than their technology, fAIcon positioned themselves as an indispensable partner for high-stakes global events. This shift improved customer engagement, strengthened their pitch to investors, and provided a clear direction for future marketing efforts.

Key Takeaway: *Great storytelling isn't about what you do—it's about what your customer experiences because of what you do.*