Storytelling Business Canvas

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Value Proposition to the Client

What are the needs/problems that this story is addressing? How does the story begin to solve this problem?

There seems to be a general perception that stormchasing is a non-stop rollercoaster ride of adrenaline, that tornadoes are easy to spot when they form, and that all you need to catch storms is a smartphone with a radar signal and a large supply of caffeine. This leads to wild misconceptions, at best, and dangerous chasing by people who don't know what they're doing, at worst.

Enter the TIV2.

There is sizable interest in the well-known Tornado Intercept Vehicle 2, created by Sean Casey in 2008 for the Discovery Channel series "Storm Chasers." Purchased by Ryan Shepard in 2019, the TIV2 has been restored to chasing condition, and Shepard and his team are ready to hit the road and battle the false notions of what it really is to be a stormchaser. Through the TIV2, viewers will not only experience the fascinating storm footage they have come to crave, they will also learn about the ins and outs of stormchasing – without the reality show hype or amped up false adrenaline. Stormchasing *is* made up of some very exciting moments, but it's also so much more than that.

The story of the TIV2 addresses the need to show the real experience of stormchasing. No sharknadoes, no unrealistic CG vortexes. Real people, real science, realtime.

Key Partners

What creators, suppliers, funders, subjects, etc?	Co-creator Ryan Shepard (owner of the TIV2), plus various members of the TIV2 Team	Sponsors include LiveStormChasers.com and Launch Pad Brewery

Key Resources (note if you have already)

What equipment, software, subscriptions, channels do you need? Do you have them? How much will they cost?	Continuous repairs/upgrades to the TIV2, via the Breitenbach mechanic team; costs vary, but $20k+ remain to complete full upgrades	Hard drives for the collection of various footage, much of it in 4K; $500
Storm season costs include fuel, food, and hotels for the TIV2 Team; $10k	Ideally, compensating the Team for stormchasing time spent away from home/work, plus compensation for shooting/editing; rates negotiable	

Target Audiences

Segment	Device Use Case	Content Needs	Channels
What groups of people will you target? Age, Income, Location, Education, Job	How do you expect they consume it and possibly share it? Smartphone, Smart Speaker, Radio, Television	Why do they care about this?	Where will they find it?
Ages 8-108			
Weather enthusiasts from around the globe; income, employment, and education levels vary widely	Internet (YouTube, Facebook, Twitter, Instagram, TikTok), via Smartphone, laptop, tablet, and media streaming device (Apple TV, etc)	Fascination with weather and/or stormchasing; living vicariously and/or trying to learn how to chase; chasers who can't be out on a particular chase, trying to keep tabs on the storm; people who like to watch thrilling tornado footage	YouTube, Facebook, Twitter, Instagram, TikTok

Competition Analysis

Company	Metrics	Strengths	Weaknesses

What is your message competing with?	What kind of digital presence do they have?	What are they good at doing?	What role can you fill that they miss?
Reed Timmer	YouTube; Facebook; Twitter; co-creator of Radar Omega app; Discovery Channel's "Storm Chasers" series (2007-2011), airing on Hulu	Getting dangerously close to storms, in order to acquire dramatic footage; participates in various scientific data collecting endeavors; being spastic and melodramatic	Getting dangerously close to storms, but in a vehicle made to safely withstand that distance; stormchasing for love and science, not adrenaline; relative calmness, with a focus on awe

Major Strategic Actions

Date Due	Describe Action	Who is Responsible?	Time / Money Resources Needed?	Measurables Desired	Evaluation Methods
	Show the big deadlines (prototypes ready, sizzle launched, social sites launched, etc.)				
2/2022	Ready for launch: promos for upcoming chase season, documentary shorts; Social media sites ready for continuous updating	Denise, Ryan	Several months of editing, leading up to release	Increased interest in both the TIV2 and its chase season, and the people on the Team	Bump in social media followers; Team's online interactions with viewers; online buzz (via comments sections at LSC, Storm of Passion, etc); livestream views; video views
5/2022	TIV2 season begins	TIV2 Team	Ideally: $50k+ to ensure TIV2 is	Same as above	Same as above

			mechanically ready, the Team is paid, and the chase season is funded		

Narrative

What is the broad story you are trying to tell?

Ryan Shepard is a seasoned stormchaser. Based in Greeley, CO, Shepard is a photographer, chase tour driver, and airplane pilot, and he has worked in various forms of media over the last decade and a half, including as a TIV driver and production assistant on the Discovery Channel show "Storm Chasers" and the IMAX documentary "Tornado Alley." In late 2019, he bought the TIV2 chase vehicle from "Storm Chasers" star/"Tornado Alley" director Sean Casey, and has been refurbishing it ever since. The 2021 spring storm season saw the TIV2 finally return to the road – not yet fully restored, but already capable of anchoring down next to a tornado. On June 10, 2021, the TIV2 successfully caught its first tornado in over a decade, north of Dickinson, ND. That was merely the start to the great chases yet to come.

When not chasing, the TIV2 resides with the Breitenbach family in Kansas, where James Breitenbach heads up a team of mechanics who are painstakingly returning the vehicle to chasing condition, after it spent a decade sitting unused in Casey's possession. After numerous trials and errors in 2021, Breitenbach's team is trying to not just restore, but *reengineer* the TIV2, to make it operate more efficiently and reliably than ever before. Shepard, along with a collection of experienced stormchasers he has personally put together to create the TIV2 Team, intends to return to the road for the 2022 season, ready to stake down and capture the wonder and awe of nature and science, from a vantage point rarely experienced by anyone on the planet, in a vehicle tailor made to do so safely. The TIV2 Team is passionate about chasing storms, respecting nature, and chasing smartly and safely. While the TIV2 is made to sit in the heart of the storm, it is also accompanied by a support vehicle – called the Doghouse – which, being a regular car, remains a safe distance from the storms, capturing the majesty from an entirely different vantage point. The average viewer cannot recreate first-hand the storm positions achieved by the TIV2, but they *can* learn safe chasing techniques from the Doghouse. And, whether from the TIV2 or the Doghouse, the TIV2 Team delivers spectacular storm footage, all season long.

The story of the TIV2 is about more than just an amazing chase vehicle with a celebrated history. It's about the passion and commitment of the man who owns it, the team who operate and maintain it, and the stormchasing knowledge they can collectively share. Stormchasing isn't some adrenaline sport; it's a marathon, made up of long hours driving, an always-evolving understanding of atmospheric science and forecasting, the strong relationships that build up between a wide community of chasers, and an all-encompassing passion for the storm. The TIV2 is a gateway into revealing what stormchasing is *actually* like, outside of the hype. Because the reality of real stormchasing is deeper, more exciting, and more fulfilling than it has ever truly been depicted before.