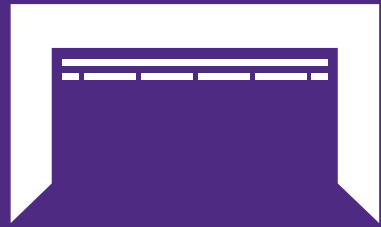




Story Design:

Messaging
meets pixels.



the garage

Northwestern



VentureCat

Northwestern's premiere pitch competition, showcasing their most promising student-founded startups, with prize money awarded to winners.

CutThru has been brought on two years running ('18 + '19) to collaborate with **7 select student-teams to design their stories & elevate their pitches:**

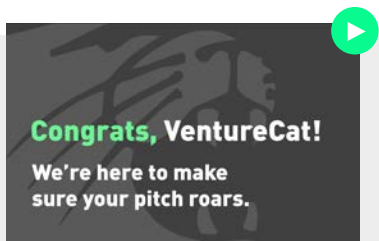
VENTURECAT 2018

VENTURECAT 2019

Click thumbnails with a *play icon* to see a sample of the story in motion.



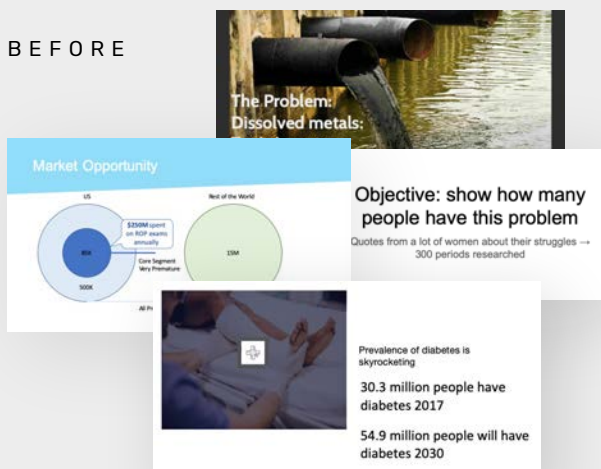
🏆🏆 For two consecutive years, we've helped the **grand-prize winners** design award-winning stories:



We take every team through our **story flow process + accelerated brand development** to best differentiate & amplify their message.

<<< [Click to download our team onboarding deck](#)

BEFORE



AFTER

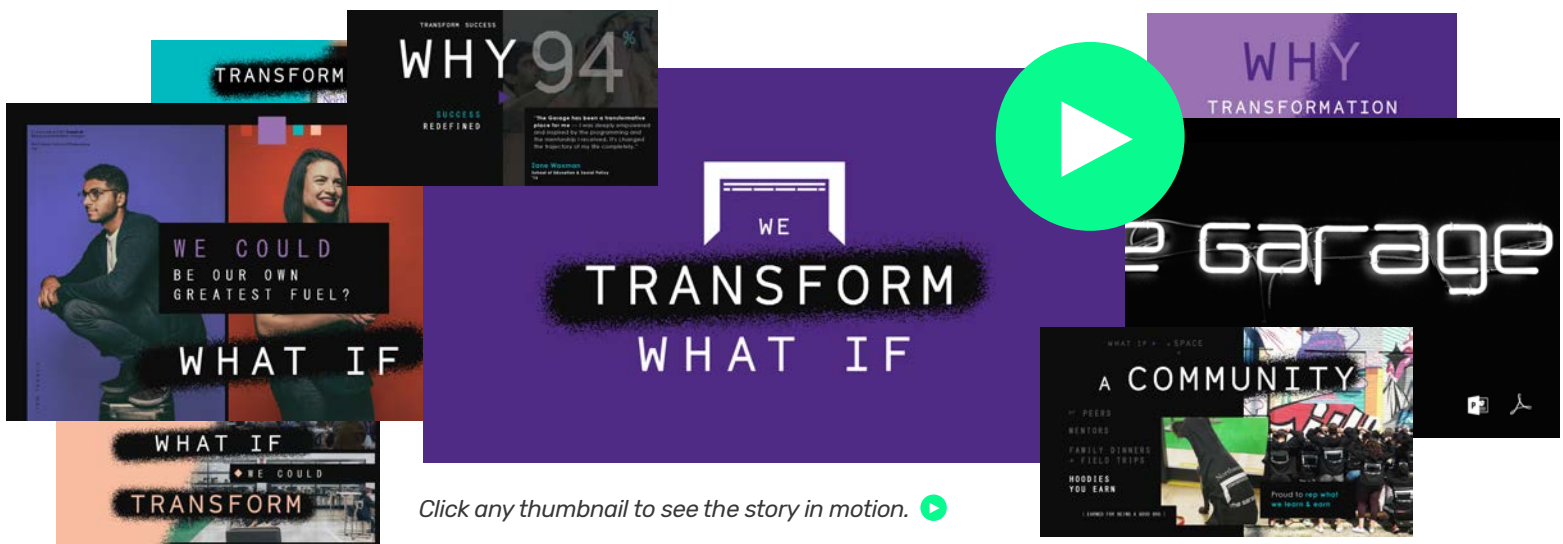




The Garage: "Transform 'What If'"

The Garage is home to 60+ student-founded projects, offering 11,000 sq. ft. full with state-of-the-art tech to innovate within a culture committed to cultivating interdisciplinary-driven community.

CutThru collaborated w/ The Garage to design a story that would champion their capabilities while evangelizing their true message—communicating the unique transformation opportunity they offer for students to an outside audience.



Click any thumbnail to see the story in motion. ▶

3. STORY DESIGN: FLESH PIXELS TO THE MESSAGE

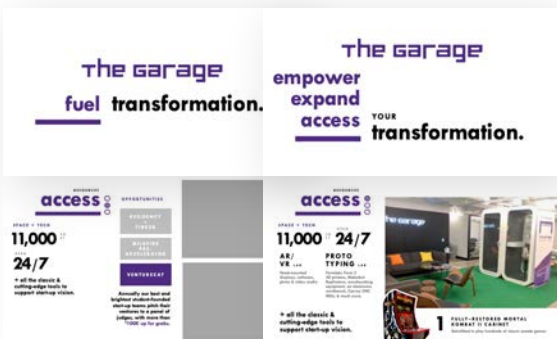
From the refined story, we flesh design that leverages brand, personality and the message in unison.



We ideated w/ The Garage through our Story Flow process to identify their core narrative & establish a cohesive & engaging left-to-right that rang true to their tenants.

1. STORY FLOW: DEV. WIREFRAME

Like planning a site, we outline, a narrative wireframe



2. STORY SHOW: TEST WIREFRAME

These wireframes were presented to students and staff of The Garage in open, free-form discussion for insight and consensus.



CO 
INVEST
CLEANTECH





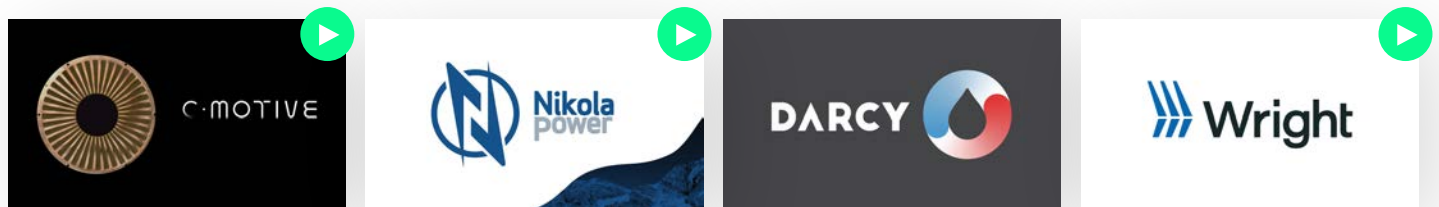
Clean Energy Trust: Co_Invest 2019

Clean Energy Trust has been evolving its yearly event from a pitch competition to a showcase for their sustainable investment portfolio.

CutThru collaborated with Clean Energy Trust to design Co_Invest 2019 as an event with special splash to mark 2019 as a landmark year for sustainable investment.

PRESENTING PORTFOLIO PRESENTATIONS

We took the portfolio company presenters thru our Story Flow process to hone their message and inform our design process, taking decks from blocky to beautiful and impactful.



Click thumbnails with a *play icon* to see a sample of the story in motion.

PRESENTING PORTFOLIO BANNERS

Leveraging story design established in the presentations, we developed stand-alone banners to echo pitch-points back at presenters' stations.





Clean Energy Trust: Co_Invest 2019

CutThru collaborated with Clean Energy Trust to design Co_Invest 2019 as an event with special splash to mark 2019 as a landmark year for sustainable investment.

EVENT BRANDING: ITERATING TO IDENTITY

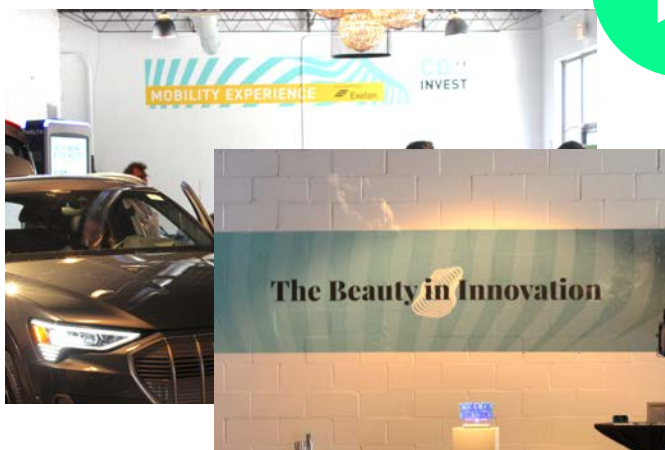
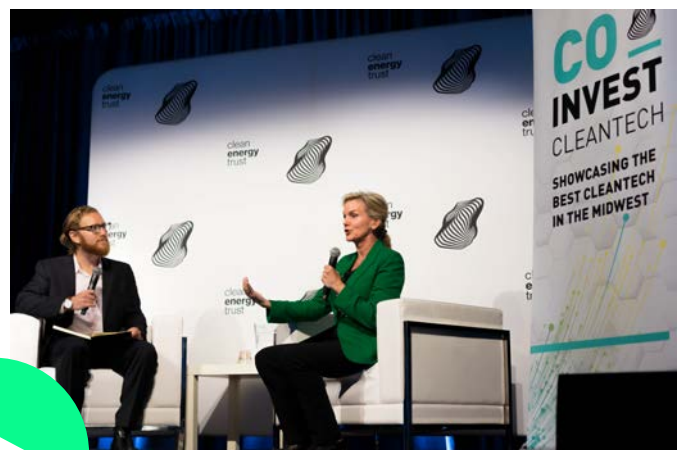
CutThru and CET worked thru brand ideations to arrive at an event brand that would overarch the various facets offered throughout the day.




EVENT DESIGN: CHAMPIONING CLEAN

We created engaging experiences and branded elements to reinforce the impact of event.

Click on any thumbnail to see the story in motion.



STAYING
AHEAD
OF THE. **CURVE**



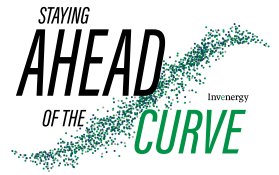
Invenergy

Invenergy





Invenergy



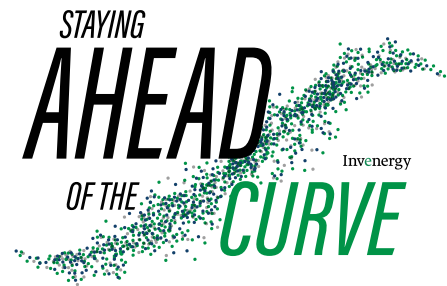
Invenergy: Staying Ahead of the Curve

For being the leading privately held, global developer and operator of sustainable energy solutions, Invenergy did not have experience to match in hosting events.

CutThru was called to help create an event that would stand up to its reputation for an elite innovator. From the ground-up we workshopped to design an experience worthy of the Invenergy story.

EVENT BRANDING: ITERATING TO IDENTITY

CutThru and Invenergy worked thru brand ideations to arrive at an event brand that would overarch the various facets offered throughout the day.



EVENT DESIGN: CHAMPIONING CLEAN

We created engaging experiences and branded elements to reinforce the impact of event.



[Click to see the story in motion.](#)





Sharpen your story.

GET IN TOUCH

CUT / THRU