

The Pixar Story

Enterprise Enablement Toolkit

Introduction: The Enterprise Enablement Program

The Enterprise Enablement Program (EEP) bridges the gap between blockchain innovation and execution. We provide the expert-led pathway necessary to turn theoretical vision into practical, real-world adoption.

- **Unlock Opportunities:** Build future-ready infrastructure using enterprise-grade blockchain solutions.
- **Ensure Success:** Align leadership to guarantee pilots deliver measurable commercial value.
- **Charted Path:** Follow a predictable flow from foundational education to live pilots.
- **Reduced Risk:** Use replicable blueprints and vetted partners to accelerate implementation.

The exercise in this deck is a vital step in your journey. The curated activities in our toolkit replace guesswork with structured adoption, guiding your organization from initial ideation to a successful, real-world pilot.

Why and When to Use This Exercise

The Pixar Story uses a six-scene storyboard to craft a coherent and compelling narrative that clearly shows the solution's before-and-after outcome for the customer.

It is used as a summary exercise to turn research and journey mapping into a powerful story illustrating the user's ultimate success.

The Pixar Story

Quickstart Guide

Time: 30-45 min Group Size: 3-5

Materials: Template, Pens

Why?
To craft a beautiful before-and-after for the customer with a clear outcome.

1. Imagine your user as the hero of a Pixar movie.
2. Use the template as a 6-scene storyboard. Craft a narrative arc.
3. What happens in each scene? Describe it from your user's perspective.
4. Map their journey from problem to solution using your products and services. Where do they come in? What is the final result for the hero?
5. (Optional: Each group presents their story.)

Once upon a time...	Every day...
	Until, one day...
Because of this...	Until, finally...
Because of that...	

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Workshop Name | [Month] [Year]
Adapted from dh-toolbook.com/tools

Materials You Need

- ❑ **Pens:** Use bold markers so the big points of your story are easily readable for other groups from afar during your presentation later on. Sketches encouraged!
- ❑ **Template in A0/A4:** You can use smaller, spare templates to create early drafts, but notes on normal paper should also do. Make sure the group agrees before writing down your final story on the large template.

Best Practices

- ❑ **Cast the User as the Hero:** Treat your solution as the supporting "mentor" or tool; the narrative must focus on the user's personal or professional triumph over their specific challenge rather than just listing product features.
- ❑ **Ignite a Specific Change:** Make the "Until, one day..." a distinct, disruptive catalyst that exposes the failures of the previous routine, forcing the hero to seek a new path forward.
- ❑ **Verify the Chain of Logic:** Ensure each "Because of..." leads directly to the next; the solution's impact should feel like a natural, believable consequence of the hero's choices and the system's new capabilities.
- ❑ **Emphasize the "Middle Muddle":** Don't rush the ending; spend time on the obstacles in the middle scenes to pinpoint exactly where your blockchain solution provides the most critical support.

The Pixar Story

Time: 30-45 min

Group Size: 3-5

1. Imagine your user as the hero of a Pixar movie.

Once upon a time...

there was Sarah, the Logistics Director at a global pharmaceutical enterprise, responsible for tracking millions of life-saving medications shipped across complex complex international supply chains.

Every day...



Until, one day...

Because of this...

Until, finally...

Because of that...

Workshop:

| Date:

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The Pixar Story

Time: 30-45 min

Group Size: 3-5

2. Use the template as a 6-scene storyboard. Craft a narrative arc.

Once upon a time... there was Sarah, the Logistics Director at a global pharmaceutical enterprise, responsible for tracking millions of life-saving medications shipped across complex complex international supply chains.	Every day... Sarah and her team would manually check and cross-reference multiple disjointed spreadsheets from siloed partner systems, knowing data was frequently delayed, inconsistent, or lost in fragmented paper trails.	Until, one day... she discovered enterprise-grade blockchain, promising a single, shared, immutable source of truth for all partners, enabling real-time visibility.
Because of this...		Until, finally...
Because of that...		



3. What happens in each scene? Describe it from your user's perspective.

Once upon a time...

there was Sarah, the Logistics Director at a global pharmaceutical enterprise, responsible for tracking millions of life-saving medications shipped across complex complex international supply chains.

Every day...

Sarah and her team would manually check and cross-reference multiple disjointed spreadsheets from siloed partner systems, knowing data was frequently delayed, inconsistent, or lost in fragmented paper trails.

Until, one day...

she discovered enterprise-grade blockchain, promising a single, shared, immutable source of truth for all partners, enabling real-time visibility.

Because of this...

Sarah and her team launched a successful blockchain pilot program, bringing their key manufacturer onto the shared ledger. Trusted data now flowed instantly and accurately.

Because of that...

Supply chain disputes plummeted and the company gained total visibility. They could now proactively reroute critical medication shipments, preventing countless life-threatening stockouts.

Until, finally...

Workshop:

| Dato:

Adapted from di-tailback.com/tools

4. Map their journey from problem to solution using your products and services. Where do they come in? What is the final result for the hero?

Once upon a time... there was Sarah, the Logistics Director at a global pharmaceutical enterprise, responsible for tracking millions of life-saving medications shipped across complex complex international supply chains.	Every day... Sarah and her team would manually check and cross-reference multiple disjointed spreadsheets from siloed partner systems, knowing data was frequently delayed, inconsistent, or lost in fragmented paper trails.	Until, one day... she discovered enterprise-grade blockchain, promising a single, shared, immutable source of truth for all partners, enabling real-time visibility.
Because of this... Sarah and her team launched a successful blockchain pilot program, bringing their key manufacturer onto the shared ledger. Trusted data now flowed instantly and accurately.	Until, finally... Sarah and her company had built a globally trusted, transparent medication network, patient safety and setting a new industry standard.	
Because of that... Supply chain disputes plummeted and the company gained total visibility. They could now proactively reroute critical medication shipments, preventing countless life-threatening stockouts.		

5. Optional: When doing this exercise in multiple groups, present your stories to one another. Who has the funniest, who the most realistic, and who the most inspiring story?



Sources and Acknowledgments

The templates within this toolkit leverage established product and design methodologies, including Design Thinking, Lean Startup, Design Sprints, and others.

While these frameworks provide the foundation, we have specifically adapted and evolved these tools to address the unique features, challenges, and opportunities inherent to blockchain, decentralized technologies, and the Cardano ecosystem.

As such, we are sharing our toolkit **under a [CC BY 4.0 license](#). Trademark rights (or any other specified IP) of the Cardano Foundation are not covered by the CC license.**

Support the Creators:

As we have drawn inspiration from the pioneers of collaborative design, we highly encourage you to explore and support the creators of some of the original works which helped us in making this toolkit:

- [***The Design Thinking Playbook & Toolbox***](#) (Lewrick, Link, Leifer)
- [***IBM's Enterprise Design Thinking Toolkit***](#)
- [***Collaboration by Design***](#) (Coullomb, Collingwood-Boots)
- [***Tools from the Stanford d.school***](#)
- [***The Lean Startup***](#) (Eric Ries)





Thank you for using this toolkit!

If you want to learn more about EEP and explore collaboration opportunities, please **visit cardanofoundation.org or write to venturehub@cardanofoundation.org.**