

Narrative Reframe Playbook: Investor vs Lender

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This playbook helps founders translate their business story for different capital sources.

Business Element	Investor Narrative	Lender Narrative
Growth	We are scaling fast	We are stabilizing revenue
Burn Rate	Aggressive expansion	Controlled spending
Revenue	Future potential	Current consistency
Hiring	Team expansion	Cost discipline

Insight: The same business can succeed or fail depending on how the story is framed.