



CAMPFIRE

Digital publishing for the masses. Developing an immersive digital storytelling platform

Discovery
Positioning and Value Proposition
Defining the Brand
Designing the Product
Sketching the Business

Clouds as we circled the wagons a few hours after dark. Light tapping started on the aluminum roof of my camper late Wednesday night and by morning, the dishes from the night before were overflowing with the first rain the area had seen in months.

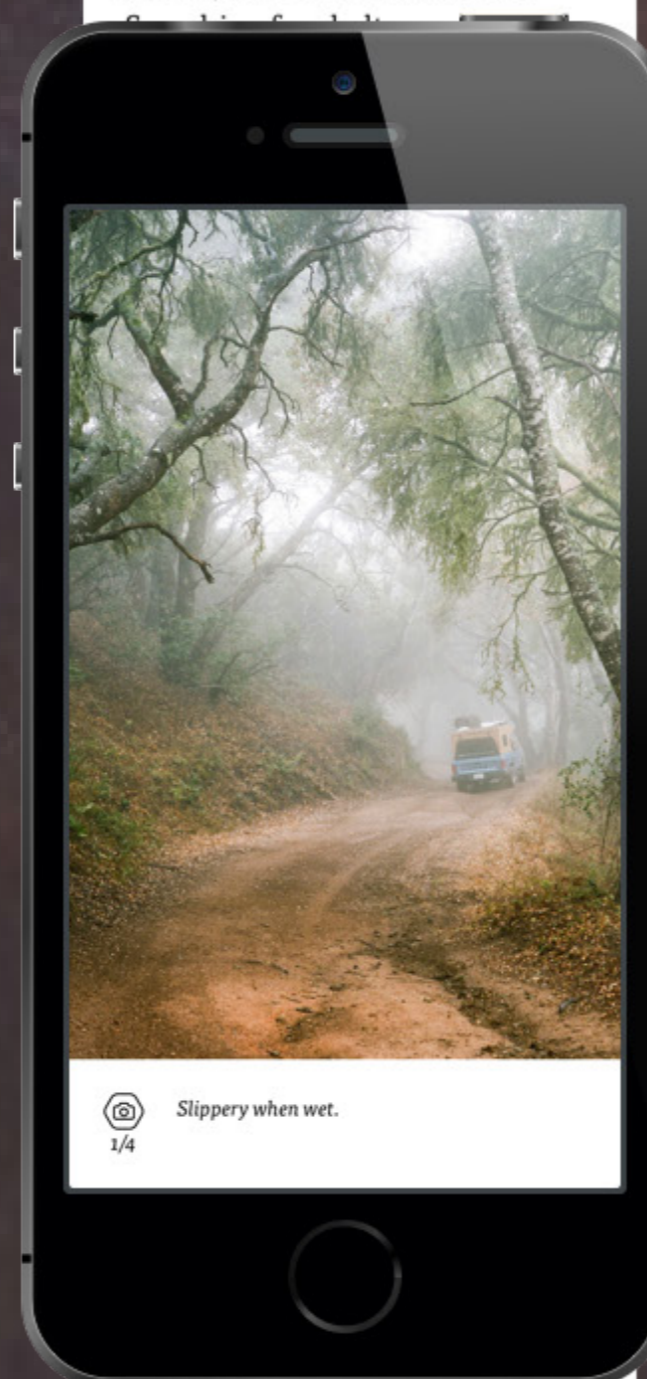


Chopping tomatoes for a proper bolognese pasta dinner. 1/3

Frying up some veggies. 2/3

Trevor cooking up an afternoon snack. 3/3

With the exception of few hour long breaks in the storm, it rained sideways for the next 72 hours.



Slippery when wet. 1/4



Playing under huge redwoods - shelter from the neverending rain. 2/4

Closing in to Sand Dollar Beach. 3/4

Redwood trees. 4/4

The fire was crackling, covered by the sounds of the crashing waves.



Fire Crackling (0:35)

We sat around the fireplace and schemed plans for spring and

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