


Mission & Vision Statement canvas

date _____

product/service _____

company _____

the *less is more* methodology

PRESENT	<p>Our core team values are: _____ value , _____ value .</p> <p>And we nurture them by doing the following activities: _____ activity , _____ activity .</p>	<p>Our USP is:</p> <p>We at _____ business name help you _____ fulfill a need by/with only/without _____ unique benefit .</p>	<p>Our buyer persona lives in _____ location , and he/she works as a _____ job .</p> <p>His/Her biggest challenge is _____ challenge , and we can solve it by _____ product/service .</p>	<p>We established this business because we want to:</p> <p>_____ description .</p>	<p>_____</p> <p>_____</p> <p>mission*</p> <p>why do you exist?</p>
	<p>Who we are? → What do we do ? → For whom? → Why do we do it? →</p>				
FUTURE	<p>By working with us/ by choosing our product, our clients will improve/ have the ability to:</p> <p>_____ improvement .</p>	<p>When our customers think about our business, we would like them to feel the following emotions:</p> <p>_____ emotion , _____ emotion , _____ emotion .</p>	<p>By growing our business, we would like to have a major impact on:</p> <p>_____ description .</p>	<p>In the long run, we aspire that our business will change/improve the world by:</p> <p>_____ description .</p>	<p>_____</p> <p>_____</p> <p>vision*</p> <p>what do you aim to be?</p>
					

* Make it sound catchy.

 Canvas explained: <https://blog.digitalya.co/mission-vision-statement-canvas-for-startups>.
Step 3 of 8 from the *less is more* digital marketing methodology.