

THE MISSION & VISION CANVAS

Company name:

Date:

Version:



COMPANY MISSION STATEMENT

A summary of your organization's goals and values

TIPS:

- Trying to make clear what the purpose of your company is.
- Don't say anything about how to accomplish that purpose.
- Be concise and short.



PRODUCT VISION STATEMENT

How your company achieve the mission through its product or service

TIPS:

- Be customer-focused.
- Be a bit stretchy, but no too unrealistic.
- Show differentiation.