THE MISSION & VISION CANVAS



COMPANY MISSION STATEMENT

A summary of your organization's goals and values

TIPS:

- Be concise and short.



PRODUCT VISION STATEMENT

How your company achieve the mission through its product or service

TIPS:

This work is initiated in 2021 based on a Master student's thesis project at TU Delft. The content of the mission & vision canvas combined multiple concepts from published articles. Date:

• Trying to make clear what the purpose of your company is. • Don't say anything about how to accomplish that purpose.

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



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