Mission & Vision Statement canvas

the *less is more* methodology

PRESENT

Our core team values are: *in love with art* ,
value
friendship first , *always innovate*
value   value

And we nurture them by doing the following activities: *art exhibitions* ,
activity
buddy coffees , *conferences* .
activity   activity

Our USP is:

We at *Color-it*
business name
help you *choose the best colors*
fulfill a need
by/with only/without
analysing emotions, personalities and trends.
unique benefit

Our buyer persona lives in *the USA* **, and he/she**
location
works as a *designer* .
job

His/Her biggest challenge is *to choose a color palette for his/her work*
challenge
and we can solve it by *offering a software that sugests the best color combination.*
product/service

We established this business because we want to:
Help designers choose the best color combination, based on the purpose of their designs.
description

A software that colors your designs with purpose
mission*
why do you exist?

Who we are? → **What do we do ?** → **For whom?** → **Why do we do it?** →

FUTURE

By working with us/ by choosing our product, our clients will improve/ have the ability to:
choose the color palette accordingly to emotions and brand's personlity
improvement

When our customers think about our business, we would like them to feel the following emotions:
surprise , *trust* ,
emotion   emotion
joy
emotion

By growing our business, we would like to have a major impact on:
how designers connect colors & emotions with the visual identity of brands
description

In the long run, we aspire that our business will change/improve the world by:
the way businesses promote themselves through colors

description

Visual Identity that you love to look at
vision*
what do you aim to be?

* 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.

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