

Startup Mission Statement Guide for Clarity

Use this template to create a focused and impactful mission statement for your startup. A clear mission statement helps unify your team and communicates your purpose to customers and stakeholders.

Guide Steps

- **1. Define What You Do:** What product or service do you provide?
- **2. Identify Your Target Audience:** Who are you helping or serving?
- **3. State the Value or Impact:** What problem are you solving or what value do you deliver?

1. WHAT WE DO

e.g., We develop easy-to-use financial planning tools

2. WHO WE SERVE

e.g., for freelancers and small business owners

3. OUR INTENDED IMPACT

e.g., to help them save time and make smarter money decisions

COMBINE FOR MISSION STATEMENT

e.g., We develop easy-to-use financial planning tools for freelancers and small business owners to help them save time