Vision Statement Structure Guide

1. Purpose

Why does your startup exist? What problem does it solve?

Describe your core purpose...

2. Aspiration

What future do you aspire to create?

Describe your big, audacious goal...

3. Values

What beliefs or principles guide your actions?

List a few guiding values...

4. Impact

What change do you hope to make in the world or your industry?

Describe the intended impact...

5. Sample Vision Statement Template

- To *[aspire to achieve]* by *[helping who/what]* *[solve this problem]* so that *[ideal future impact]*.
- Example: To empower small businesses by providing accessible digital tools so that every entrepreneur can thrive.

Draft Your Vision Statement

Write your vision statement here...