

Startup Mission Statement Worksheet

1. Purpose

Why does our startup exist?

Describe the core reason for your company's existence...

2. Target Audience

Who do we serve?

Define your primary customers, users, or beneficiaries...

3. Value Proposition

What unique value do we provide?

Summarize the unique benefit or solution offered...

4. Core Values

What principles guide our actions?

List the foundational values of your startup...

5. Impact

What impact do we aspire to make?

Describe the change or result you seek to create...

6. Draft Mission Statement

Combine your answers into a draft mission statement:

Write your draft mission statement here...