

# Vision Statement Planning Form

Startup Name

Enter your startup's name

Mission (Optional: Why does your startup exist?)

Briefly describe your startup's mission

Core Values

List your core values separated by commas

Vision Statement

Write your vision statement here

Long-Term Impact

Describe the change you want your startup to make in the world

Target Audience

Who benefits from your vision?

Success Metrics

How will you know if your vision is achieved?

*This form is a planning tool for internal use as you develop or review your Vision Statement.*