

Entrepreneurship 110

Business Plan Task: Value & Mission Statements

INSTRUCTIONS: Answer each of the following in either Word or Google Docs. Make sure to write in sentences with proper grammar/spelling.

PRINT EACH SEPERATELY AND INCLUDE IN YOUR BUSINESS PLAN BINDER

Value Statement (Can be done together...if working with a partner)

1-3 sentences... a simple explanation that is focused and brief.

- What is your business?
- What is special about it, powerful or unique?
- Why are you creating this business or service?
- What is your audience?
- What is the problem that you are trying to solve or the solution that you are trying to come up with?

Personal Mission Statement (Must be done individually...put name in title)

A longer (paragraph) to one page that tells the story of how and why you became passionate about this idea. Helps the audience get to know you and care about your casual idea.