Business Vision Worksheet

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1. PURPOSE

Visioning grounds your company in clarity before you launch. The clearer your "why," the better your team, investors, and customers will align.

2. THE 5W FRAMEWORK

- WHO: Who is your target demographic? Age, income, gender, lifestyle?
- WHAT: What service/product do you offer, and how is it unique?
- WHEN: When will you deliver or launch? Whats the timeline?
- WHERE: Where will you operateonline, storefront, mobile, regional?
- WHY: Why will customers choose you over competitors?

3. CORE VALUES & MISSION

List your business values (e.g. integrity, speed, equity).

Draft a mission statement using: We exist to [verb] [target customer] by [core service] with [core value].

4. FOUNDER'S STORY

Your story is your brand. What life experience inspired this company?

What do you want your legacy to be?

5. WORKSHEET PROMPTS

Fill out the 5Ws

Draft a mission + vision statement

Write 3 short-term goals (36 months)

Write 3 long-term goals (35 years)

Describe your ideal customer in 3 words

Write your elevator pitch in 2 sentences

6. MENTOR NOTES

Without vision, even a good idea loses direction. Make sure your vision excites you AND your customers.

7. BONUS TOOLS

- [Canva Pitch Deck Templates](https://www.canva.com/presentations/startup-pitch/)
- [BPlans Vision Statement Guide](https://www.bplans.com/write-a-business-plan/company-overview/mission-vision-values/)

Helpful Resources & Links:

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