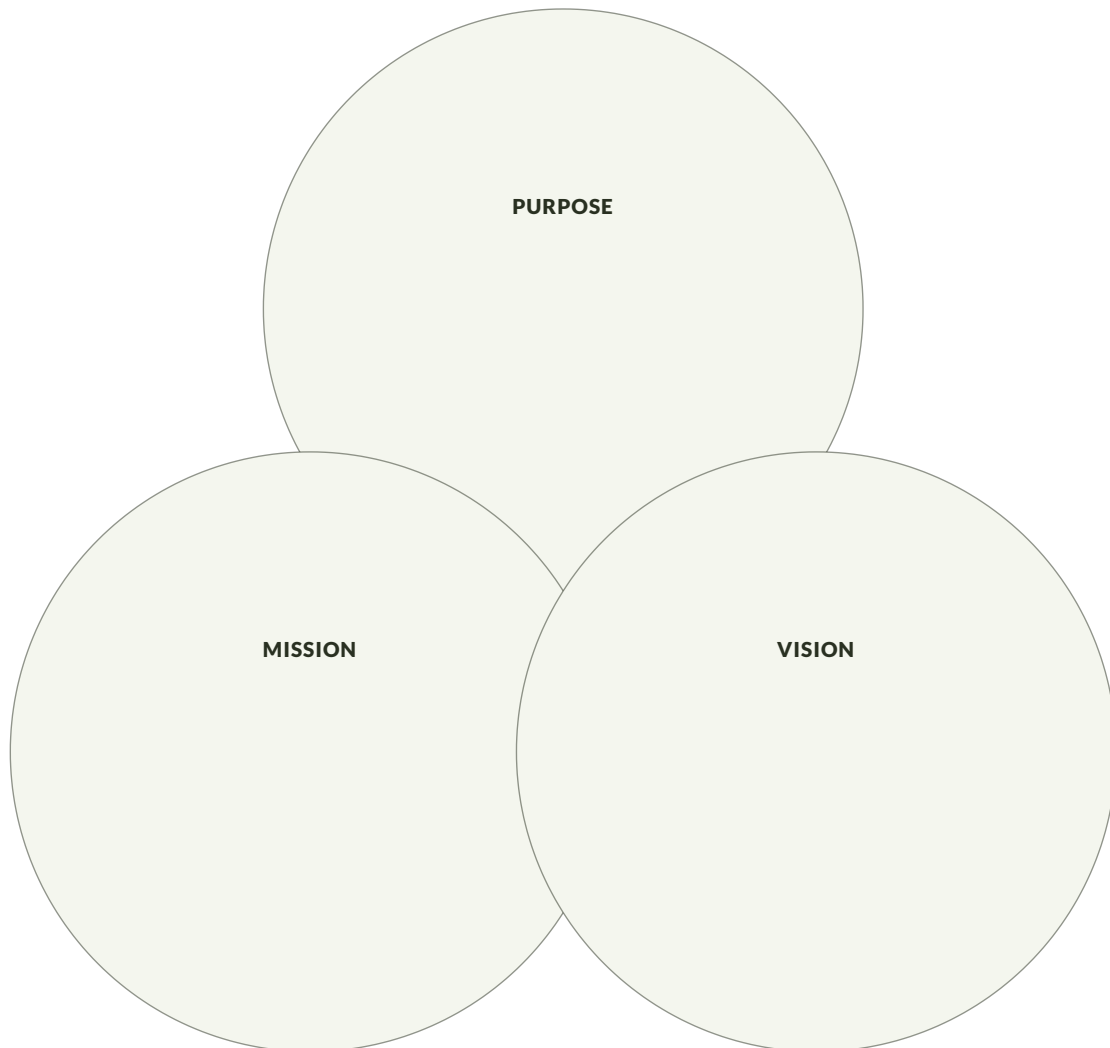


Purpose, Vision & Mission

A company-foundation tool: nails down why you exist, where you're going and what you do every day - in that order.
Origin: management canon, popularised by Collins & Porras



● **MISSION:** What the company does every day, concretely and in the present tense, for a named audience. One watchable verb, one clear 'for whom'.

● **VISION:** The specific future state the company is working to create. Future tense, ambitious, and falsifiable - you could one day say whether you reached it.

● **PURPOSE:** Why the company exists beyond profit - the timeless north star that outlasts any product or pivot. Must be distinctive and worth sacrificing for.