

Part 1 - General

What does your product(s) or service do? Explain as if you were at a conference of people who mostly understand your industry.	
Please describe in detail the target customer for your product and why?	
What keeps them up at night?	
How are those customers currently finding out about you?	
How are you making money? Who is the buyer?	
Who are other core audiences of your story? Why?	
How do you determine what markets to expand into?	
In rank order, what are the five most important things you think people should know about you? List no more than five.	
What are the five top personality traits of your company? For example, a personality trait of Gatorade might be relentless. A trait of Duracell might be reliable.	
What is your mission statement?	
What are your core values?	

What are your biggest challenges/hurdles?	
What is driving this brand/web exercise?	

Part 2 - Market Positioning

Who would you consider your direct competition? List 5-7 and include URLs.	
What do you do better than them?	
What do they do better than you?	
What is your current reputation in the marketplace? How do you hope it will evolve in the next 3 years?	
How do you want to be perceived?	
If you had to choose one thing—one word—that defines what's unique about your product?	
Copy Google's positioning statement but with your information	For: Google users Who: Get a ton of mail That: Lets you search rather than sort Unlike: Another webmail provider

	Gmail: Gives you enough storage so you never delete a message again
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Part 3 - Company Personality

Which of these statements best describes what your company does? (Please only pick one) A. We solve a valuable customer need, and we do it better than anyone else. B. We build a truly differentiated product with a great value proposition C. We shake things up, our goal is to change the world.	
Think about the achievements your company values. Which of these three important achievements do you perceive your company values the most? A. The quality and value of the relationships with our customers B. Growth in revenue, sales and adoption of our product C. Sparking a movement that changes people's minds or behavior	
Which of these three styles of innovation do you believe occurs most naturally at your company? A. Outside-in: What improves the experiences or solves the needs of our customers B. Inside-out: How can we build something better/faster/cheaper? C. Way Out There: What lies beyond the horizon> What bold idea is next?	
Which of these three types of people would fit in best with your company culture today? A. Empathetic servant-leaders who intimately know and understand the customers' point of view B. Brilliant developers, engineers and leaders who get things done C. Big thinkers who make a lifestyle choice by joining the company	

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Please list 3-5 companies in your space that we can review and compare together, rate each category 1-5 stars

Websites to review	Aesthetic	Colors	Attitude	Voice	Logo

Anything else we should know?