Mission Statement

articulates Company's purpose
why it exists

What it does, why, and encapsulates
important values for you.

① Describe what it does

purpose:
Sell shoes
provide education services
grow vegetables

② Desc. how do you do it

incorporate ~~seal~~ 2-business & values
that are important

might be {
core
competences

- provide high quality
- superior customer service
- protect the env
- ensure equal access to resources
- encourage innovation/creativity

③ Why?

Provide educational service that allow
all children to experience learning
success and become life-long learners
and contributing members of our
community

④ Put it into work

Mission

what?
    predicts the behaviour of stock exchanges
    prices

how?
    by collecting huge amount of data
    from different sources and comparing
    it against real data afterwards

why?
    to provide users with accurate and
    valueable insight into the market.

    providing a service, highly reliable,
    location independent,
        with ubiquitous access
    high performance.

Mission: to predict behaviour of prices on
Stock exchange markets by collecting
people's opinions from different sources
and comparing it against real data
afterwards
                    predictions
(enhance it by comparing to
        real data afterwards)
Goal: provide reliable, scalable, highly per
software service, with ubiquitous   formable
access from everywhere.

Vision Statement

your company's future

inspiration for your daily operations
and strategic decisions

provides the destination.

1. Examine your mission statement

2. Dare to dream

   extrapolate your mission
   where is it going to be in 5 years?
   what you will have accomplished?

3. Shape your vision statement

   Five years from now, ..., will ... By

4. Commit to your vision statement

   take actions to make it true =>
   use it as basis for your planning

   so you can focus on how to make it
       happen

   - keep it alive,
       share with business partners,
       staff, etc.

   - print it out and post it on your desk,
       staff room, wherever possible

Vision

1.0. version has to be released
what it can include?

depending on people and their skills
up to 2 years for several people
(acquiring needed knowledge, connections,
collecting data, making extensive
research).
→ here: University EIT — master
school.

unvaluable information
resources
connections
knowledge!

in 1 year from 1.0 releases
collecting data, calibrating the
system ~~for~~ to making good
results,
looking for potential investors,
providing them with first results
narrowing down target auditory

2.0 version — a company.
aim for big players and
individuals.