**[HIGHGROUND.TECH]**

**Brand Mission and Identity**

This document describes the mission of [HIGHGROUND.TECH] and the identity it upholds in the community.

**What are you passionate about doing in the world?**

I am a builder and engineer. Not only do I emphasis creating products and systems, I am passionate about continuing the tradition of creating by cultivating a culture of innovation and teaching the skills to new generations.

**Is there a problem you are solving?**

We are passionate about aiding escape from the cycle of poverty for high-risk communities. This is done by providing technology services for this population's business owners and entrepreneurs. Importantly we also provide business and technology education to cultivate self-sustained and maintained business and high-income potentials within these communities.

**What are your three most important goals for this project?**

Affordable website and internet presence services

Affordable branding

* These top two can be considered “legitimizing” services

Affordable software education to assist anyone ready to make the transition to high-paying, salaried positions in tech

* This can be considered breaking the cycle of low-income

**Describe the community you serve and your vision for them.**

Our primary community are small business and entrepreneurs in or from neighborhoods classified as “low-income” by US federal standards.

Our vision is a collection of professionally positioned, easily accessible, and well-advertised businesses.

We also aid learners who come from these neighborhoods. We teach them the tech skills they need to become strong contributors at any company – from self-startups, to SpareFoot, to Google.

**What is the feeling you want your audience to have after they hear your message?**

Empowerment, hope, a drive to engage.

**Is there something new about the world you want them to understand?**

Expand Internet services and presenting one’s business on the internet – to a global audience – is simple and effective way to build reputation as a legitimate business. Even if you have a limited service area, having a online presence where active and potential customers can gain information and contact you will serve to a) increase your retention, and b) free *your* time to do what you love. Your business.

Students – businesses care about one thing: competency. Can the person I’m about to hire make the impact I need to see to help my business grow. Software development jobs require the builders mindset – how to approach and solve problems – and proven competency in a few software libraries. These are learnable skills that do not require high-cost 4 or even 2-year degrees.

**Is there an action you would like them to take?**

Join HGT’s business community services. Students – start the self paced web dev 101 or sign up to enroll in one of our courses.

**Is there a message you want to share?**

Breaking through the mental noise and historical baggage of existing long term in low-income life is easier than we think. There is a decision that must be made, and a concrete set of steps to be followed. Given that we provide the steps and many services that facilitate those steps, all that is required by the business owners and students is the will to achieve the goal they set.

**What life experience lead you to this idea?**

Words go here

**What tough internal experiences you have had that lead to this message?**

Words go here

**How could the world shift if everyone heard your message?**

Words go here

**What experience do you have with this idea? Can you share your expertise in a humble way that supports your core message?**

Words go here

**Is this a new take on an existing idea?**

Words go here

**Why talk about this idea now?**

Words go here

**Is this actually a new idea or are you promoting your business?**

Words go here

**Do you understand the difference between an idea and a topic?**

Words go here

**List examples of times when you had to communicate your idea to another person or people.**

Words go here