Simple definition of what this product is

Reasons to believe
What makes users reassured and want to engage with this product?

Audiences
?

Core values
Quality of the experience
Tenacity
Efficiency
Uniqueness

What's it all about?
What is the core message?

Tone of voice
?

What is experience?

Tenacious

Real & honest listeners

Efficient

More than meets the eye

Small & impactful

Depth of knowledge

Vibe

Witty

Tongue and cheek

Comforting and awesome

Presence

Independent

Future focused

Meaningful problem solvers