































Brand Strategy Canvas for Startups

BRAND: _____
VERSION: _____
DATE: _____

MATCHING IDENTITIES		EXPERIENCE	
CLIENTS 	STARTUP 	Digital touchpoints  What digital touchpoints do your customers use and where should we focus our efforts?	Physical touchpoints  What physical touchpoints do your customers use and where should we focus our efforts?
Who are they?  What type of person are they? What do they do?	Why do we exist?  Why do we exist and why is it important?		
What are they missing?  What are their problems and needs? What are they looking for?	In what are we the only ones?  What is our product or service and what makes it unique?	CLIENTS 	EMPLOYEES 
What is important to them?  What is important to them? What do they believe in? What are their values?	What do we believe in?  What are our values? What are we convinced of?	What do they expect?  What do they expect from employees in your industry? What kind of service are they used to?	How can we do it differently?  How can we improve the experience and surprise them?
Who do they want to belong to?  Which people do they want to belong to? What tribe or community do they want to belong to?	Who are we for?  For whom are we and for whom are we not?	COMPETITION	
Who do we represent as a tribe?  What brand archetype represents us and our customers?		COMPETITOR 	STARTUP 
What is our Vision?  What do we want to change?	The mission we live by every day  In order for our vision to be realized, what do we do every day?	What do they do?  Who are your direct and indirect competitors? How do they position themselves in the market?	How can we do it disruptive?  What can we do to make it completely different and disruptive?
Statement of our brand position  In one sentence: who are we, for whom, what problem do we solve?	Personality, Tone & Voice  What is your voice? How are you perceived?	What are their weaknesses?  Is there a big problem? Why don't people like their product or service?	Can they be repositioned?  What can we do to reposition them? Is there a way to beat their weaknesses?
An agile brand  Is there a way to be agile? With our team and customers, how often can we hold brand workshops?		Collaboration  Who's involved in brand development? Who's invited?	How can we do it disruptive?  What goals do you want to achieve? In 1 year: In 5 years: 10 years from now: