

## Who and what?

*Focus of the company*

- Where do you have experince?
- Where do you have credibility?
- Where do you have passion?
- What industry are you in?
- What do the customers call it?
- What can one buy from you?
- What is your purpose?

## How and whereas?

*Differentiation of the company*

- What is your method?
- What do you do thats different?
- How many are there like you?
- Who are you not like?
- What do they call you?
- How do you explain yourself?
- How do you communicate?

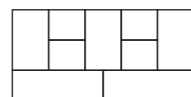
## Where and when?

*Market of the company*

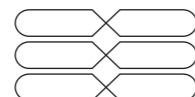
- Who is your target audience?
- How big is your market?
- What is your nichemarket?
- Where are your customers located?
- Who is part of your ecosystem?
- Who are your ambassadors?
- What trends are you riding?



**Branding Canvas  
Story**



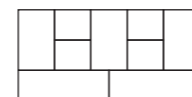
**Branding Canvas  
Position**



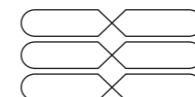
**Branding Canvas  
Identity**



**Business Canvas  
Innovation**



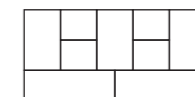
**Business Canvas  
Value**



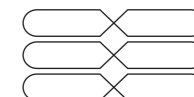
**Business Canvas  
Needs**



**Marketing Canvas  
Persona**



**Marketing Canvas  
Channels**



**Marketing Canvas  
Campaign**