



*redefining school, redefining cool since 1996*

## GreenBizz: Company Profile

The Company Profile is a resume for your company. It is an opportunity to advertise the highlights of your company and to provide important background information about your company as well as its leaders. Keep in mind, the investors are investing in a company, not just a product.

Your profile should contain a section for each of the following:

**Mission Statement** - (from <http://marketing.about.com/cs/advertising/a/revivemission.htm>)

Your mission should state your purpose; the reason you are in business. It should reflect the reason that your business opens its doors everyday. It's the passion behind the company, the reason why you would be doing the same thing you are doing even if it did not present you with your daily bank deposit. That is your purpose; your mission.

When your mission statement represents and reflects your purpose it will attract and comfort your clientele, it will bring inspiration and drive to your employees and it will produce measurable results.

With that in mind ask yourself these questions:

- What is the purpose of your business?
- Who do you serve? Who are your customers?
- What needs do you fulfill?
- How do you fulfill those needs?
- What values represent your business?

When you've finished answering the questions, it's time to put the pieces together. Really find out what it is that creates the excitement and the drive in your business. Spend time and determine who it is that you serve everyday. Talk about your values and the philosophy of your company.

Several examples of real mission statements are listed on the following page.

### Company History

Provide interesting information such as how your company was founded. What inspired the forming of this company? Keep your audience in mind. What would investors want to know about your company? (Of course, a fiction is expected to a certain extent, but make sure your story makes sense and isn't too fantastical.)

### Executives

In this section, include a professional photo of each member on your team. With each photo include the name of the person, their role in the company, and a brief summary of their qualifications.

## Sample Mission Statements

*The Elephant Sanctuary:* "A Natural-Habitat Refuge Where Sick, Old and Needy Elephants Can Once Again Walk The Earth In Peace and Dignity." One powerful statement that evokes emotion and instant attachment to the cause of this organization.

*Sun Microsystems:* "Solve complex network computing problems for governments, enterprises, and service providers." A simple mission statement identifying who their market is and what they do.

*Ben & Jerry's Ice Cream:* A product mission stated as: "To make, distribute & sell the finest quality all natural ice cream & euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients and promoting business practices that respect the Earth and the Environment." This mission inspired Ben and Jerry to build a cause-related company.

*Joe Boxer:* "JOE BOXER is dedicated to bringing new and creative ideas to the market place, both in our product offerings as well as our marketing events. We will continue to develop our unique brand positioning, to maintain and grow our solid brand recognition, and to adhere to high quality design standards. Because everyone wants to have fun everyday, JOE BOXER will continue to offer something for everyone with fun always in mind."

*Sierra Club/South Carolina:* "To explore, enjoy, and protect the wild places of the earth; to practice and promote the responsible use of the earth's ecosystems and resources; to educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out these objectives."

*Humane Society of the United States:* "To create a humane and sustainable world for all animals, including people, through education, advocacy, and the promotion of respect and compassion."

*March of Dimes:* "To improve the health of babies by preventing birth defects, premature birth, and infant mortality. We carry out this mission through research, community services, education and advocacy to save babies' lives. March of Dimes researchers, volunteers, educators, outreach workers and advocates work together to give all babies a fighting chance against the threats to their health: prematurity, birth defects, low birthweight."

*The Tucson Arizona Boys Chorus:* "To provide boys in the community an enriched educational experience through the study and performance of choral music."