**Vision, Mission, Core Values & Other Key Factors**

**Vision Statement:**

* To help small businesses thrive and succeed (in any way they define it) so that they can create opportunities for their families, their employees and their communities

**Mission Statement:**

* To become the “trusted educational partner” to millions of small businesses by providing them with knowledge and resources that can help them make informed operational decisions and better choices about the goods and services they buy.

**One Thing That Will Never Change About Our Business:**

* We will always treat with honor and respect, the individuals who sacrifice and risk their time, resources, and spirit to build a business.

**Our Brand Promise:**

* We will offer superior value in the products and services we provide small businesses, and we will treat their scarce resources (of time and money) as our own; or we will give them their money back, with only 1 question asked, “What could we have done better to serve you?”

**Core Values:**

For our customers and fellow employees, we will:

* Honor and respect the sacrifice and effort small business owners make everyday as they put themselves on the line to be successful
* “Serve” our customers, not “sell” them
* Put faith and trust in our customers’ to care for our business (and do the right thing for us); as we care for theirs
* Produce quality products for our small business customers and offer them at a fair price
* Operate with honesty and integrity in all aspects of our business- externally and internally
* Strive to operate with “small business values” regardless of our size and success
* Be transparent in all our communications
* “Listen”, “learn” and grow from the discussion and feedback we get from internal and external stakeholders (employees, customers, partners)- whether it is positive or negative.
* Continue to grow and learn as individuals and as a company

**Our “Only-ness” Proposition:**

* Our company is the only online educational resource, focused on helping millions of small businesses succeed and thrive every day.