

bombastic

Create Your Brand Story

1



YOUR WHY

Why were you founded? What makes you come into work every day? What problem do you want to solve? Dive deep into your core mission and why you do what you do.

2



CHALLENGES

What barriers, challenges and set backs did you face along the way? How did they help you fine tune your mission? What insights did they bring?

3



SINGULARITIES

What about your journey and challenges makes your brand unique? What sets your brand apart from your competition? How can you demonstrate your personality?