

Understanding the Mission and Values of a Business

Welcome to Matican Group as a new Solution Provider,

This document aims to help Solution Providers understand a Project Development Roadmap through defining the Project Mission.

Solution Provider's main job is to understand the Mission of the Project and coming up with Ideas to provide Values for each Role of the Solution. Now the Question is, What is Mission and Value? What does it mean and how are they different?

Let's make an example, Uber's Mission for:

- **People** is to find Taxi.
- **Drivers** is to earn money.

And Uber provides the following value:

- For **People**, Taking Taxi easier and accessible through their mobile phones
- For **Drivers**, Earn money while they are on their own destination.

Knowing the **Mission Statement** helps defining priorities and making decisions easier. Defined priorities lead to productivity and the more productive the more efficient the flow of work.

A daily life example of Mission & Value is a Mobile phone. The mission of Mobile phone is making calls and it can have additional values such as Camera, Big Screen and so on. No one needs a phone that is not capable of making calls but have a big screen.

As Matican Group's Audience who are mostly Entrepreneurs and Business Owners, We always need to make sure We are supportive enough to Clients so they can compete in the harsh market. First to the market is important for digital businesses. Efficient development cycle guarantees agile progress on the project. Solution Provider should help the Business Owner to write a semantic mission statement.

Here are examples of mission statements in some of Matican Group's projects:

- **Abryad**: Providing qualified educational content
- **SanaCash**: Provide Crypto Currencies exchange Service
- **GoldTrade**: Buy & Sell gold related products
- **Medixland**: Booking health care appointment
- **GlobalTech**: Supply High-tech equipment globally

Now, How are they different with other competitors? What is the **Why** behind these platforms?

A mission statement is a one line sentence that describes **Why** a Web Application/Business exists and **What**, it does for its users and Value is **How** its done.

We should first agree that all of these platforms deal with Humans. In order to succeed, These platforms should be chosen by Humans. To be chosen, We should first know what makes human being decide.

Matican Group has categorized areas that affects a Human making a decision. In other words, It is values that make the product different in the market (Market Positioning):

Please read about the 6 elements methodology before proceeding next pages.

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