

## **XXXXX MISSION/VISION STATEMENTS, for Technology Company**

### **VISION (original)**

Our vision is to lead the world in the development and delivery of superb content identification tools, partnering with the major media companies in this hundred billion dollar industry to maximize their content's value, access and measurement across all platforms and technologies, anywhere and anytime.

### **VISION (revise)**

Our vision is to lead the world in the development and delivery of sophisticated tools that enhance online video, partnering with a broad spectrum of businesses to maximize the potential and the promise of their content.

#### **Revise 2:**

**Our vision is to lead the world in the development and delivery of technology platforms that enhance the mobile internet, partnering with a broad spectrum of businesses to maximize the potential and the promise of their content.**

### **MISSION (original)**

Our mission is to develop and supply robust content ID technologies for all major media producers worldwide, enabling precise profit maximization, customized measurement and audience engagement.

### **MISSION (revise)**

Our mission is to develop and supply robust tools that improve the online experience for businesses using video, maximizing both content potential and audience engagement.

Our mission is to develop and supply robust tools that improve the online experience for businesses using video, maximizing content potential.

Our mission is to maximize the potential of content by developing robust tools that improve the online experience for businesses using video.

Our mission is to maximize the potential of content for businesses using video by developing robust tools that improve the online experience.

**Revise 2:**

**Our mission is to develop and supply the finest technology platforms to maximize content potential for businesses using mobile internet.**

**Our mission is to deliver the finest technology platforms to maximize content potential for businesses using mobile internet.**