

**Our North Star** 

When it all comes down to it: choose a word that sums us up - a guiding principle...

# One Word

**Transformational Benefit** 

As is to will be: what happens when you use our company?  
How will things change?

**Emotional Benefits** 

How do you feel when you use our company?

**Functional Benefits** 

What do you get from our products?

**Attributes** 

What are the features that differentiate us?