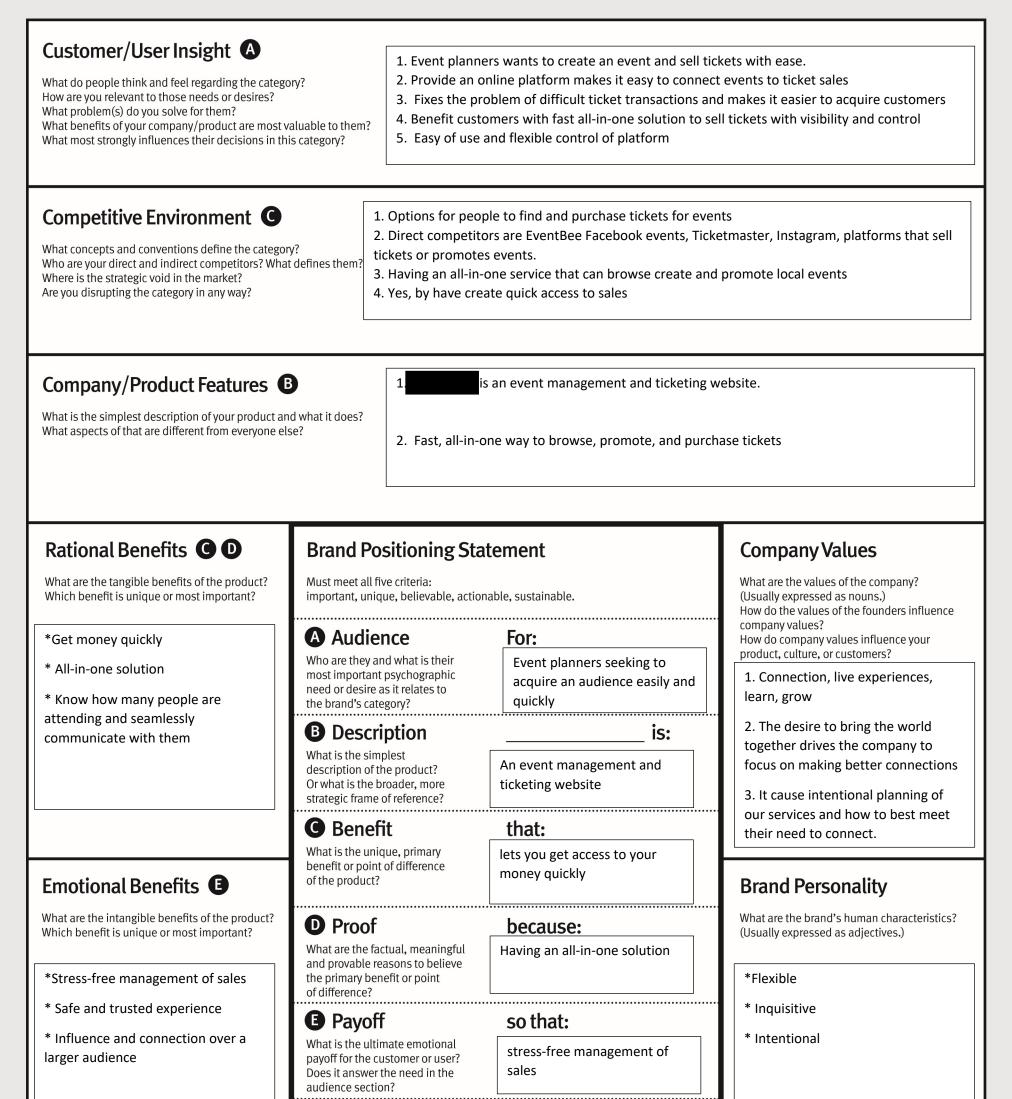
The Brand Strategy Canvas

CREATED FOR

CREATED BY: Devonna Harrison

DATE: 1.16.2022

VERSION:



	Brand Essence What is the core idea or defining concept of the brand? Is it tangible or attitudinal? (Unique, succinct, pithy, and ideally 2-4 words.)	Bring the world together through live experiences	
Key Messages			
What's your story? What are the most important and differentiating aspects of the brand? How can you define them as quickly and interestingly as possible?			
1. If we can help bring the world together around live experiences, then ultimately we're doing some good.			
2. Our services allow users to seamlessly manage and attend events in one space.			
3. All-in-one solution that lets you get access to your money quickly.			

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