



# Module 7

## Communicating Your Mission for Maximum Impact

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# Module 7 Overview

This module focuses on developing high-impact communication strategies that express the full value of a startup's mission, whether environmental, technological or social, in a way that resonates with diverse stakeholders.

Learners will strengthen their verbal, written and visual communication skills and practice pitching their mission with authenticity, evidence and purpose.

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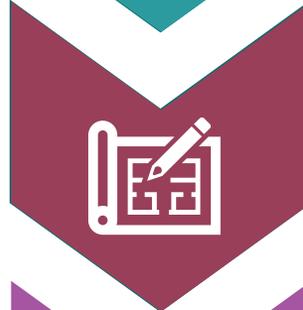
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# Module 7 Interactive Learning Elements

-  **67 Slides**
-  **02 Exercises**
-  **02 Videos**
-  **02 Case Studies**

-  **07 Digital Tools**
-  **02 Toolkits & Guides**
-  **04 Articles & Reports**



# Competences Developed in Module 7

01

## Business Skills

Define and articulate a clear and compelling value proposition.  
Craft tailored messages for different stakeholder groups.  
Deliver a confident and persuasive pitch

02

## Green Skills

Communicate environmental and social impact. Integrate green and inclusive values into their core narrative.  
Adapt their messaging to reflect the needs of communities, ecosystems and sustainability-minded stakeholders.





03

## Digital Skills

Use digital tools to create mission-aligned visual and multimedia pitch content.  
Design engaging digital assets.  
Select and adapt communication formats for different platforms and audiences



# Learning Outcomes

By the end of this module, learners will be able to:

**Explain** how entrepreneurs move from idea to purpose to action, and why narrative is essential for communicating mission in green digital ventures.

**Identify** opportunities, stakeholder expectations and value-driven elements that strengthen a compelling and sustainability-aligned mission narrative.

**Apply** storytelling frameworks and digital tools to design clear, persuasive and mission-aligned communication assets.

**Evaluate** the strength, clarity and impact potential of a venture's value proposition and communication strategy using evidence-based criteria.

# Learning Outcomes

**Demonstrate** how EU competency frameworks—EntreComp, GreenComp and DigComp, guide the skills needed for sustainable, digital and mission-driven entrepreneurship.

**Practice** crafting and delivering authentic, high-impact mission pitches that effectively integrate environmental, digital and social values.



# 01

## Crafting a Purpose Driven Narrative

# Communicating Your Mission for Maximum Impact

In today's entrepreneurial landscape, having a bold mission is not enough—what distinguishes successful startups is their ability to communicate that mission with clarity, authenticity, and purpose.



Whether environmental, technological, or social, a startup's mission must resonate with diverse stakeholders to inspire trust, attract resources, and drive meaningful change.



This module, ***Communicating Your Mission for Maximum Impact***, is designed to help learners craft purpose-driven narratives and translate them into impactful communication assets. By strengthening storytelling, visual design and pitch delivery, entrepreneurs can ensure their mission not only informs but inspires action.



*“The future isn’t a place we’re going to go, it’s a place you get to create through your communication”.*

**Nancy Duarte**



# Why Narrative Matters

A strong mission without a narrative often fails to mobilize resources or inspire stakeholders.



Research shows that **stories are up to 22 times more memorable than facts alone** because they engage both cognitive and emotional processing (*Haven, 2007*).



In entrepreneurial contexts, narrative transforms abstract values into persuasive communication, enabling startups to “**build legitimacy and mobilize support**” (*Lounsbury & Glynn, 2001*).



*Think of a brand you admire. Was it the features or the story behind the mission that influenced your perception?*



# Core Elements of a Purpose-Driven Narrative

## 1. Mission Core (*The Why*)

Organizations with a clearly articulated mission tend to inspire more commitment and resilience among stakeholders (*Collins & Porras, 1996*).

- Defines the reason for existence beyond profit.
- Rooted in guiding principles and enduring values.
- Creates trust by demonstrating authenticity and consistency.

**Example:** Sono Motors's mission is *“To make solar-powered mobility accessible to everyone”*. (<https://sono-solar.com/>)

- Goes beyond selling vehicles.
- Anchored in climate action and reducing fossil-fuel dependency.
- Inspires customers, communities and partners with a clear sustainability purpose.



# Core Elements of a Purpose-Driven Narrative

## 2. Vision (*The Where*)

Vision statements that are vivid and aspirational strengthen motivation and stakeholder alignment (*Nanus, 1992*).

- Describes the desired future state or societal transformation the startup aims to achieve.
- Functions as a “north star” for strategy, innovation and communication.
- Demonstrates how vision can connect tech and environmental impact.

**Example: Ecosia's** (<https://www.ecosia.org/>) early vision “*To build a search engine that turns online activity into global reforestation and climate action*”.



# Core Elements of a Purpose-Driven Narrative

## 3. Value Proposition (*The What and The How*)

Startups that integrate *functional benefit* with *societal value* communicate a stronger, more differentiated offering (Osterwalder et al., 2014).

- Explains what unique solution the startup offers and how it creates value.
- Connects the mission to practical outcomes.
- Balances benefit to user and broader social/environmental impact.

**Example:** Heura Foods's (<https://heurafoods.com/>)

Value proposition: “Delicious, Mediterranean-style plant-based foods that help people eat sustainably without compromising taste”.



# Core Elements of a Purpose-Driven Narrative

## 3. Value Proposition (*The What and The How*)

Startups that integrate *functional benefit* with *societal value* communicate a stronger, more differentiated offering (Osterwalder et al., 2014).

**Example: Heura Foods** (<https://heurafoods.com/>)

### Why it works:

*Clear user benefit = great taste.*

*Clear impact = lower carbon footprint and animal-free protein production.*

*Connects everyday consumer choices with planetary benefits.*



# Core Elements of a Purpose-Driven Narrative

## 4. Storytelling Frameworks – The Story Spine

The *Story Spine*, adapted from dramatic writing (Egri, 2003), offers a powerful structure for entrepreneurial storytelling.

- Once upon a time... (context/problem)
- Every day... (persistence of the problem)
- Until one day... (the breakthrough/mission)
- Because of that... (positive impact created)
- Until finally... (vision for the future)

**Example: Desolenator** (<https://www.desolenator.com/>)

- Once upon a time...water scarcity limited health, economic development and environmental resilience.
- *Every day...* people and industries depended on costly, polluting purification systems.



# Core Elements of a Purpose-Driven Narrative

## 4. Storytelling Frameworks – The Story Spine

The *Story Spine*, adapted from dramatic writing (Egri, 2003), offers a powerful structure for entrepreneurial storytelling.

**Example: Desolenator** (<https://www.desolenator.com/>)

- *Until one day...* Desolenator created a fully solar-powered solution requiring no chemicals or fuel.
- *Because of that...* water becomes affordable, sustainable and accessible.
- *Until finally...* water security becomes a universal right, powered entirely by renewable energy.



# Why This Structure Works

01

**Balances logic + values + emotion:** Stakeholders need evidence of feasibility (logic), alignment with principles (values) and an emotional pull to care (Denning, 2005).

02

**Simplifies complexity:** Reduces technical jargon into an accessible, human-centered story (Brown, 2009).

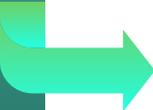
03

**Creates memorability:** A beginning-middle-end arc aligns with how humans process and remember narratives (Haven, 2007).



# Weaving Environmental, Digital and Inclusive Values

Modern startups are expected to move beyond **profit maximisation** and demonstrate **triple bottom-line impact**, creating value that is simultaneously **economic, environmental and social** (Elkington, 1997).



This expectation reflects the rise of conscious consumers, impact investors and regulatory frameworks that demand accountability.



An effective narrative therefore must **weave values** into the startup's core story, not as a marketing add-on, but as an authentic driver of innovation and impact.



# Environmental Values



## Definition:

Positioning sustainability and planetary stewardship as a non-negotiable principle rather than a feature.

## Why It Matters:

Research shows that companies embedding sustainability in their narratives enhance brand loyalty and legitimacy, while mitigating reputational risk (Bocken et al., 2014).

## Narrative Example:

*“Our solution reduces food waste by 60%, turning surplus meals into nourishment instead of landfill”.*

## Real Case: <https://impossiblefoods.com/>

***Impossible Foods*** communicates both environmental urgency (reducing livestock-related emissions) and consumer benefit (delicious alternatives) (<https://impossiblefoods.com/>).



# Digital/Technological Values



## Definition:

Framing technology not just as efficiency, but as a scalable enabler of systemic change.

## Why It Matters:

Digital platforms allow startups to reach underserved populations, personalize solutions, and accelerate innovation (Nambisan, 2017). Narratives that highlight digital scalability build credibility with funders and policymakers.

## Narrative Example:

*“Our AI-driven platform connects smallholder farmers to real-time weather insights, protecting livelihoods against climate risks”.*

## Real Case: <https://wingcopter.com/>

**Wingcopter**, “shows how European drone technology can serve as humanitarian infrastructure by bringing vital medical supplies to remote communities”.



# Inclusive/Social Values



## Definition:

Elevating equity, accessibility and shared prosperity in the startup's story.

## Why It Matters:

Narratives that emphasize inclusivity strengthen community buy-in and align with global commitments to equity and justice (George et al., 2021). This also enhances trust and legitimacy in diverse stakeholder ecosystems.

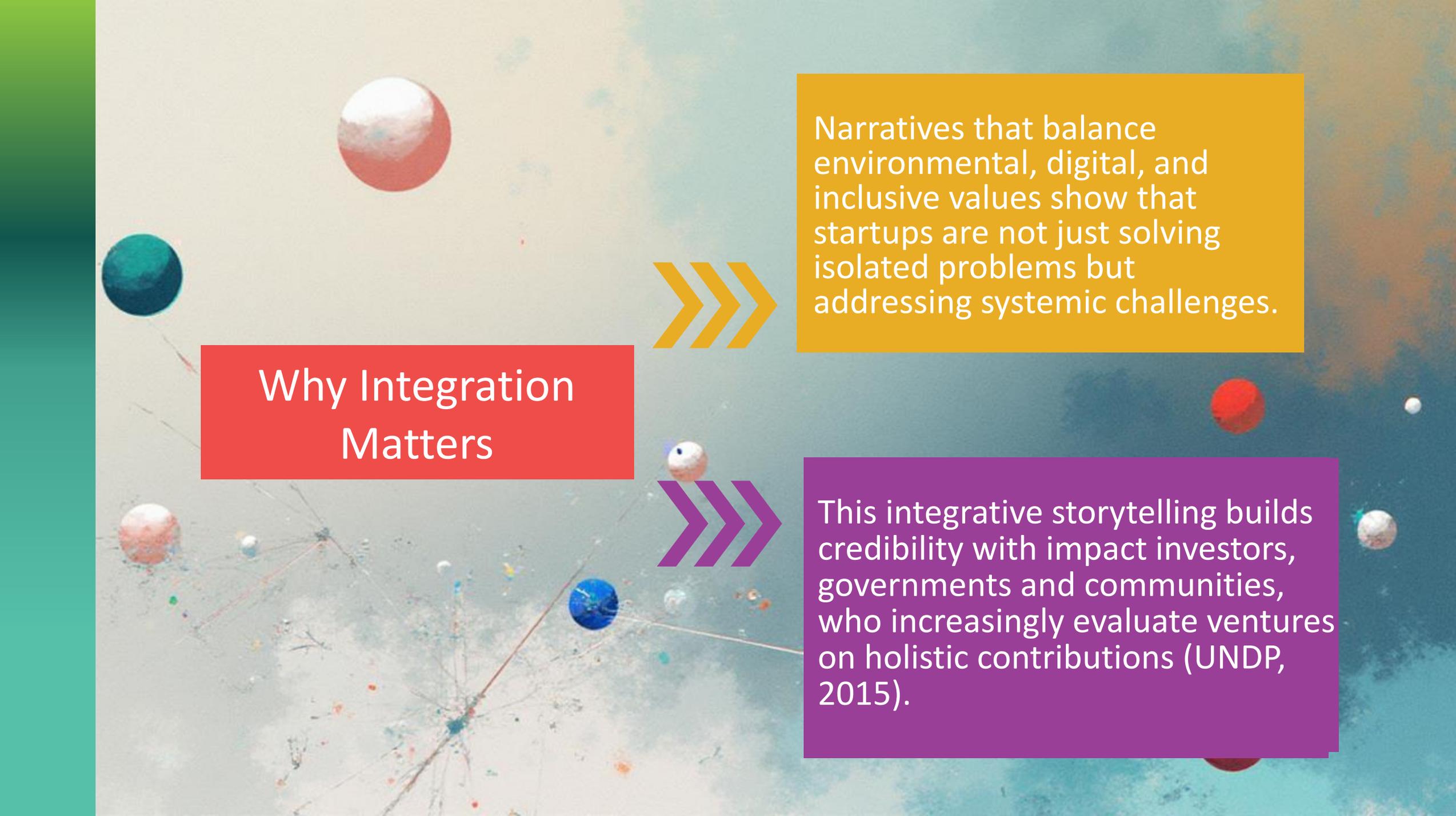
## Narrative Example:

*“Our app is designed with and for people with disabilities, ensuring digital inclusion at every stage of innovation”.*

## Real Case: <https://www.fairfin.be/>

**FairFin** “demonstrates how European SMEs can drive social impact by making finance more transparent and accessible for marginalized communities”.





## Why Integration Matters



Narratives that balance environmental, digital, and inclusive values show that startups are not just solving isolated problems but addressing systemic challenges.



This integrative storytelling builds credibility with impact investors, governments and communities, who increasingly evaluate ventures on holistic contributions (UNDP, 2015).

## CASE STUDY

# RePack

A "Packaging-as-a-Service" platform for e-commerce, re-commerce, and logistics.

<https://www.repack.com/>



# CASE STUDY: RePack

## *Clean Air Through Data-Driven Innovation*

RePack, founded in 2011 in Helsinki, is a European circular-economy SME whose mission is “**removing single-use waste from e-commerce by making packaging truly reusable**”.

The company designs and operates a returnable packaging system that replaces disposable shipping materials with durable, multi-cycle alternatives (<https://www.repack.com/company>).

What makes RePack particularly powerful as a case study is how it integrates **environmental, digital and inclusive values** into a coherent, purpose-driven narrative (Circle Economy, n.d.).



# Narrative Breakdown Using Core Values

## Environmental Lens



**Challenge:** Traditional e-commerce packaging generates enormous volumes of single-use waste, with cardboard, fillers and plastic mailers contributing to landfill and emissions.

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**RePack's Story:** RePack provides a closed-loop packaging solution designed for 20–50 reuse cycles (Circle Economy, n.d.). Customers return the packages through national postal systems, dramatically reducing single-use materials and achieving up to 80% lower CO<sub>2</sub> emissions compared with disposable packaging (<https://www.repack.com/company>).

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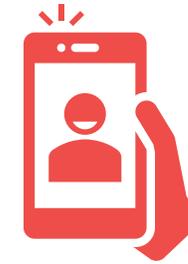


**Impact:** Retailers using RePack report significant reductions in packaging waste and lifecycle emissions.



# Narrative Breakdown Using Core Values

## Digital/Technological Lens



**Challenge:** Circular packaging rarely scales because tracking, logistics and customer returns are complex.

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**RePack's Story:** RePack uses a digital return-tracking system, automated reminders and analytics to track reuse cycles and environmental impact (Fondazione Carta Etica Packaging, n.d.). E-commerce plug-ins allow seamless integration for both SMEs and large retailers (Fondazione Carta Etica Packaging, n.d.).

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**Impact:** It enables a scalable, tech-enabled circular packaging infrastructure across Europe.



# Narrative Breakdown Using Core Values

## Inclusive/Social Lens



**Challenge:** SMEs and consumers often lack affordable access to reusable packaging solutions.

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**RePack's Story:** RePack introduces low-cost subscription pricing for retailers and reward incentives for customers returning packaging (Floship, 2021). RePack also collaborates with social enterprises for cleaning and refurbishment (Floship, 2021).

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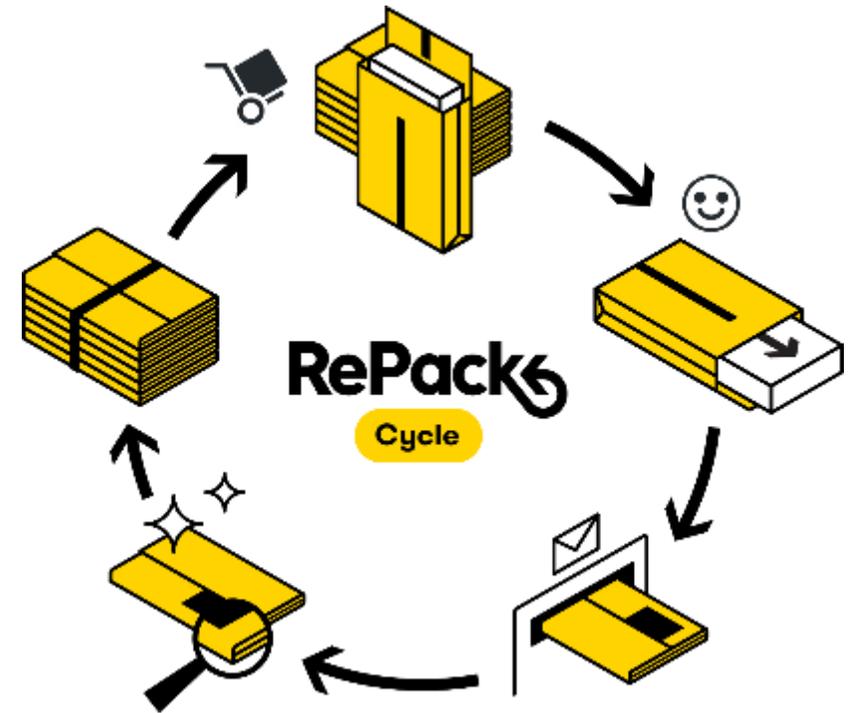


**Impact:** A more inclusive and equitable circular ecosystem emerges, benefitting small businesses, workers and consumers.



# RePack's Story Spine

1. Once upon a time, e-commerce relied on disposable packaging that created massive waste.
2. Every day, this waste contributed to landfill growth and rising CO<sub>2</sub> emissions.
3. Until one day, RePack introduced a reusable, digitally managed packaging system.
4. Because of that, waste and emissions fell dramatically (RePack, n.d.).
5. Until finally, RePack envisions a future where all packaging is circular and generates no waste.





# Learning Activity

## Values Reframing Exercise



**Task:** *Learners take their startup's mission statement and reframe it through each of the three lenses.*

- **Environmental version:** How does it reduce harm or regenerate nature?
- **Digital version:** How does technology enable scalability and impact?
- **Inclusive version:** Who benefits and how are marginalized voices included?



### Peer Review:

Pairs exchange their reframed missions and provide feedback on clarity, authenticity and persuasiveness.



# Tailoring the Mission for Stakeholders

A powerful mission narrative must be **adaptable** because stakeholders interpret value through different lenses.

As Aldrich and Fiol (1994) emphasise, entrepreneurial legitimacy depends on communicating in ways that resonate with varied audiences.

Mission-driven storytelling is therefore not a “one-size-fits-all” exercise; instead, it requires strategic reframing while maintaining authenticity and alignment with core values.



# Tailoring the Mission for Stakeholders

## Funders

### What they seek

- Evidence of return on investment (ROI).
- Market scalability and growth potential.
- A credible, competent team capable of executing the mission.

### Narrative focus for funders

- Emphasize metrics, financial sustainability, and market opportunity.
- Connect the mission to broader industry trends (e.g., sustainability, digital transformation).
- Highlight traction: pilots, customer adoption, partnerships, revenue milestones.

### Example

**Original mission:** “We exist to reduce food waste by connecting surplus meals to those in need”.

**Funders’ version:** “Our platform addresses a \$1.2 billion food waste market by leveraging logistics technology to recover value from surplus meals, while building a scalable model that reduces costs and generates impact.”

# Tailoring the Mission for Stakeholders

## Partners



### What they seek

- Alignment of values and shared goals.
- Mutual benefit from collaboration.
- Clear pathways to synergy and co-creation.



### Narrative focus for partners

- Show how your mission complements theirs.
- Highlight win–win outcomes: cost savings, expanded reach, improved reputation.
- Frame collaboration as a pathway to amplify impact



### Example

- **Original mission:** “We exist to reduce food waste by connecting surplus meals to those in need”.
- **Partners’ version:** “By working with food distributors and logistics companies, our platform ensures their surplus is put to good use, reducing disposal costs while strengthening their CSR commitments.”



# Tailoring the Mission for Stakeholders

## Communities



### What they seek

- Respect and inclusion in decision-making.
- Relevance to their lived realities.
- Tangible, direct benefits (jobs, health, access, dignity).



### Narrative focus for communities

- Use accessible, empathetic language.
- Emphasize co-creation and local ownership.
- Highlight practical improvements in daily life.



### Example

- **Original mission:** “We exist to reduce food waste by connecting surplus meals to those in need”.
- **Communities’ version:** “Our mission is to ensure families in our neighborhoods always have access to fresh, nutritious meals by rescuing surplus food and sharing it locally, with dignity and respect”.



# Why Tailoring Matters

*Adapting the mission narrative builds trust and legitimacy*

**Funders** view it as a viable, scalable investment.

**Partners** see it as a collaborative opportunity.

**Communities** experience it as a meaningful and respectful solution.

This adaptive communication ensures that while the core mission remains unchanged, its expression resonates differently depending on stakeholder expectations (Suchman, 1995).

# Mindset and Approach to Startup Storytelling

The video *“Mindset and Approach to Startup Storytelling”* explores how entrepreneurs can craft compelling narratives that highlight purpose, values and impact rather than just product features.

It introduces practical storytelling frameworks, emphasises the importance of emotional connection, and demonstrates how to adapt stories for different stakeholders such as investors, partners, and communities.

[Click To Watch](#)



Harvard Business School. (n.d.). *Mindset and approach to startup storytelling* [Video].  
YouTube. <https://www.youtube.com/watch?v=QuUWxu9rFr0>

# Exercise: Purpose Pitch Studio

## OBJECTIVE:

Develop and deliver a 1–2 minute pitch that clearly communicates your startup’s mission using digital tools.

## STEPS 1-2

- 1.Draft: Write your pitch using the Story Spine framework.
- 2.Design: Create a simple digital aid (3-slide deck, infographic or 1-page visual).

## STEPS 3-4

- 3.Deliver: Present live (or record) using your digital tool.
4. Feedback: Receive peer and instructor input on clarity, authenticity, impact, and presence.

## Assessment

- Clarity of mission → Authenticity and impact → Confidence and delivery
- Effective use of visuals.



## To Conclude This Section...

Crafting a purpose-driven narrative is essential for entrepreneurs seeking to communicate their mission with clarity and impact. By defining the **core mission**, envisioning the future, articulating a clear **value proposition**, and weaving in **environmental, digital and inclusive values**, startups can create stories that resonate across diverse stakeholders.

Tailoring the mission for funders, partners and communities ensures that the message is not only authentic but also strategically aligned with different needs and expectations.

Through structured storytelling frameworks like the **Story Spine** and practical exercises such as the **Purpose Pitch Studio**, learners gain the skills to express their mission with both evidence and emotion.

Ultimately, effective communication transforms a startup's mission from words into a compelling force that inspires trust, mobilizes support and accelerates meaningful impact.



## Further Reading

**Denning, S. (2005). The leader's guide to storytelling: Mastering the art and discipline of business narrative. Jossey-Bass.**

*Explains practical storytelling methods leaders can use to express purpose, vision and strategy effectively.*

**Stanford Social Innovation Review. (2018). The power of storytelling in social entrepreneurship. Stanford University.**

*Shows how social entrepreneurs use storytelling to connect with audiences and communicate values such as sustainability, inclusion and equity.*

# 03

## Communicate Boldly & Pitch Authentically



# From Mission to Communication Assets

Having crafted a mission narrative the next step is turning it into **tangible assets** that can travel across investor meetings, partnership discussions or community forums.

According to Baron and Markman (2000), entrepreneurs with strong communication assets demonstrate higher social competence, leading to better funding and stakeholder support.

## Key Assets Include

**Pitch Decks**  
Concise visual  
storytelling tools  
for investors and  
partners

**One-pagers**  
Professional,  
skimmable  
summaries for quick  
reference

**INTRO VIDEOS**  
Short digital pitches  
that showcase  
personality and  
mission

# Principles of High-Impact Communication

To ensure communication resonates, founders should focus on:

## Clarity

**Avoid jargon;** use simple, persuasive language (Heath & Heath, 2007).

## Authenticity

**Speak in your own voice;** mission alignment builds trust (Goffee & Jones, 2005).

## Evidence

**Use proof points** (data, testimonials, pilots) to show credibility.

## Presence

**Delivery matters:** body language, tone and energy influence perception (Mehrabian, 2007).



# Designing the Pitch Deck

## *Why a Pitch Deck Matters*

A pitch deck is often the **first impression** funders, partners, or stakeholders will have of a startup.

More than just slides, it's a **visual story** that blends logic and emotion to make the mission both credible and inspiring.

Research shows that concise, well-structured decks are more likely to capture attention and secure follow-up meetings (DocSend, 2020).



# Core Components of a Strong Pitch Deck:

An effective pitch deck,  
following circuly's  
(<https://www.circuly.io/>) early-  
stage structure, includes:

## Problem

Many companies want to offer rental or subscription models for physical products, but lack the digital tools to operate circular business models efficiently.

## Solution

A software platform that manages subscriptions, payments, logistics, refurbishment loops and returns, making circular business models easy to launch and scale.

## Mission

“Empower businesses to shift from ownership to circular access models, reducing waste and increasing product life cycles.”

## Product Demo

Simple UI screens showing setup flows, product tracking, customer portals and subscription management.



# Core Components of a Strong Pitch Deck:

When “[Circuly](https://www.circuly.io/)” (https://www.circuly.io/) was an early-stage SME, its pitch deck stood out for its clarity and purpose-driven storytelling. The deck communicated a real market gap, a practical digital solution and a strong environmental impact message, demonstrating how small European SMEs can pitch effectively using structured, mission-aligned narratives.

## Market Opportunity

Growing demand for second-life products, circular business models, and sustainable consumption across Europe.

## Business Model

SaaS subscription fees, onboarding support packages, and optional integrations.

## Traction

Early customers in furniture, mobility, and baby products industries; measurable CO<sub>2</sub> and waste reduction impact.

## Go-to-Market Strategy

Targeting SMEs first, then expanding into large retailers; partnerships with logistics and refurbishment providers.



# Core Components of a Strong Pitch Deck:

Circuly's

(<https://www.circuly.io/>)

example demonstrates that even very small European SMEs can create clear, high-impact pitch decks that combine mission, digital innovation and environmental value.

## Team

A small, complementary founding team with expertise in digital platforms, sustainability, and circular economy operations.

## Vision

A future where product ownership is replaced by sustainable access models, enabled by digital tools that make circularity the default.

## Traction

Early customers in furniture, mobility, and baby products industries; measurable CO<sub>2</sub> and waste reduction impact.

## Go-to-Market Strategy

Targeting SMEs first, then expanding into large retailers; partnerships with logistics and refurbishment providers.



# Design Principles

## Keep it simple

*One key idea per slide.*

## Visuals over text

*Use graphics, images and data visualization.*

## Mission at the center

*Ensure every slide reflects the startup's purpose.*

## Consistency

*Use a clean, professional template with unified fonts and colors.*

# Designing the Pitch Deck

A well-designed pitch deck does more than inform, it inspires action by blending **evidence, emotion and vision**. By practicing concise storytelling through visuals, learners build assets that strengthen their capacity to persuade diverse stakeholders.

This video, *“How to Make a Pitch Deck That Gets Funded (Step-by-Step)”*, breaks down the essential strategies for crafting a compelling pitch deck that can capture investor interest and drive funding outcomes.

[Click To Watch](#)



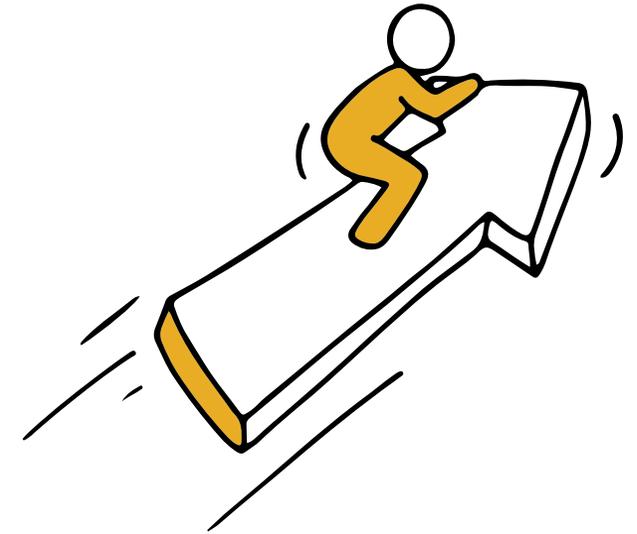
Visme. (n.d.). How to make a pitch deck that gets funded (step-by-step) [Video].  
YouTube. <https://www.youtube.com/watch?v=Tk-RdCFSrKU>

# One-Pagers and Intro Videos

While the pitch deck serves as a comprehensive storytelling tool for presentations, it is often complemented by shorter, more accessible formats that keep the mission front of mind for stakeholders.

A **one-pager** offers a concise, skimmable summary of the startup's mission, solution, impact and contact information, ideal for investors or partners who spend, on average, less than three minutes reviewing new opportunities (DocSend, 2020).

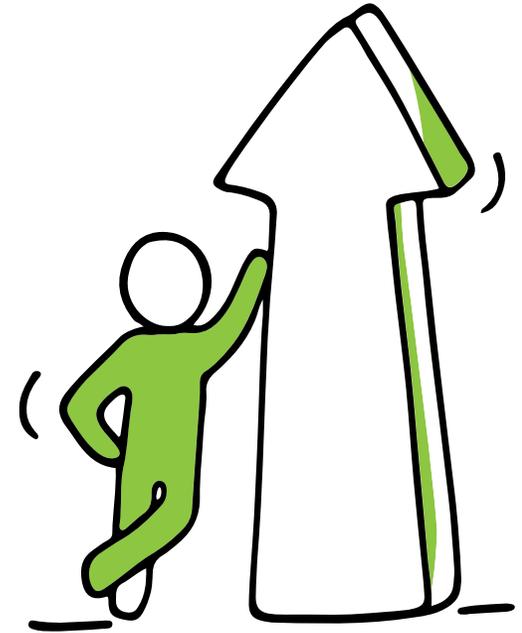
In parallel, an **intro video** of 60–90 seconds provides a dynamic way to humanise the mission, allowing founders to convey passion, authenticity and vision in a more personal format.



# One-Pagers and Intro Videos

Such videos have been shown to strengthen emotional connections with audiences, which is particularly valuable for early-stage ventures seeking legitimacy and trust (Dapena-Barón et al., 2022).

*Together, one-pagers and intro videos extend the impact of the pitch deck, ensuring the startup's story is communicated clearly, memorably and across multiple channels.*





RESQ  
CLUB

# CASE STUDY

## ResQ Club

ResQ Club connects businesses looking to reduce their surplus with consumers hunting for great deals.

<https://www.resq-club.com/>

# Case Study

## ResQ Club

ResQ Club was founded in Helsinki to tackle one of the most persistent environmental challenges in cities: perfectly good meals being thrown away by restaurants, cafés and grocery stores at the end of each day. The founders saw an opportunity to use technology to stop this waste while helping both businesses and consumers. ResQ Club created a simple mobile app that allows food outlets to list surplus meals at reduced prices instead of discarding them. Customers nearby can browse available meals, reserve them instantly, and pick them up before closing time. This approach reduces food waste, supports local businesses, and offers affordable meals to the community. Despite being a small SME, ResQ Club has helped save millions of portions of food through a mission centered on sustainability and accessibility. Their story shows how a focused digital solution—combined with a clear, relatable mission, can create environmental, economic and social value at the same time.

<https://www.resq-club.com/our-mission/>



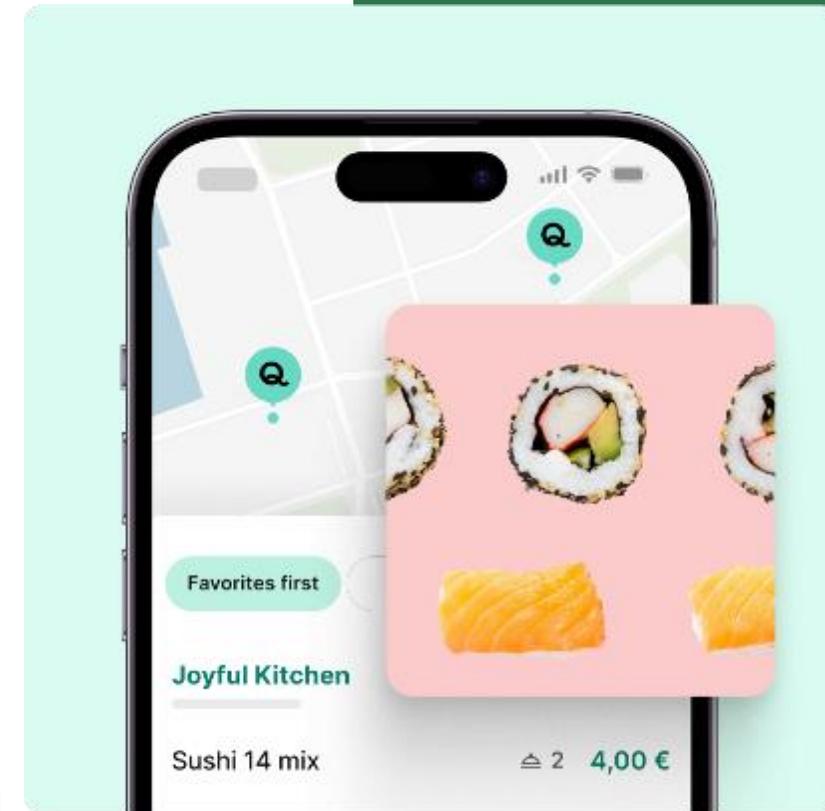
# Pitching with Clarity & Authenticity

ResQ Club's early pitch resonated because it was:

- **Clear:** Food waste is a problem everyone understands.
- **Simple:** A digital marketplace connects surplus food with people who want to buy it.
- **Impactful:** Every rescued meal reduces emissions, saves resources and supports local businesses.
- **Authentic:** The founders focused on purpose and evidence, rather than overclaiming scale.

Their transparent communication, sharing real data on meals saved and CO<sub>2</sub> avoided, helped position the company as a credible and mission-aligned partner. For learners, ResQ Club illustrates how small SMEs can build powerful narratives rooted in purpose, clarity and measurable impact.

<https://www.resq-club.com/our-mission/>



# Digital Tools for Impactful Communication

*To bring their mission to life, entrepreneurs can use accessible digital tools that make professional communication assets easy to create:*

## Pitch Decks:

Canva (<https://www.canva.com/>), PowerPoint (<https://powerpoint.cloud.microsoft/>) or Pitch (<https://pitch.com/>) for visually compelling presentations.

## One-Pagers:

Canva (<https://www.canva.com/>) or Google Docs (<https://docs.google.com/>) for clean, skimmable summaries of mission, solution and impact.

## Intro Videos:

Loom (<https://www.loom.com/>), Canva Video (<https://www.canva.com/video-editor/>) or Adobe Premiere Rush (<https://helpx.adobe.com/premiere-rush/get-started.html>) for short, authentic video storytelling.

## Practice & Delivery:

Zoom (<https://www.zoom.com/>) or built-in camera recording tools to refine tone, clarity and presence.



## To Conclude this Section...

The ability to communicate with boldness and authenticity is at the heart of mission-driven entrepreneurship. As this chapter has shown, powerful communication assets, from pitch decks to one-pagers and intro videos, help translate a startup's mission into stories that resonate across diverse audiences.

By combining clarity of message, emotional authenticity, and credible evidence, entrepreneurs can ensure their voice carries both influence and integrity. More than just tools of persuasion, these practices allow founders to embody their mission, inspire trust and build meaningful connections with investors, partners and communities alike.

*Ultimately, mastering the voice of impact is not about performing, it is about aligning communication with purpose so that every message reflects the full value of the mission and makes a lasting impression.*



## Further Reading

**Harvard Business Review. (2013). The art of the pitch: Persuasion and presentation skills that win business. Harvard Business Review Press.**

*Offers practical strategies for crafting and delivering persuasive presentations that win funding, partnerships, and buy-in.*

**United Nations Environment Programme (UNEP). (2021). Sustainable fashion communication playbook.**

*Provides actionable guidance on authentic communication for sustainability, relevant beyond fashion to any startup integrating impact-driven values in its pitch.*





# 05

## Module 7 Conclusion

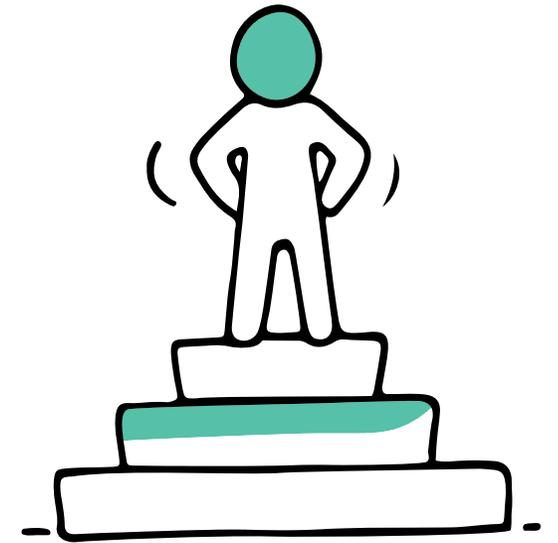


# Communicating Your Mission for Maximum Impact

This module has emphasized that effective entrepreneurial communication is more than a skill, it is a strategic asset that determines how a mission is understood, valued and supported.

In **Crafting a Purpose-Driven Narrative**, learners explored how to define their mission, frame environmental, digital and inclusive values and tailor storytelling to different stakeholders with clarity and authenticity.

In **Voice of Impact: Communicate Boldly & Pitch Authentically**, they applied these insights to create tangible communication assets, pitch decks, one-pagers, intro videos and practiced delivering their mission with presence and confidence.



# Communicating Your Mission for Maximum Impact

Taken together, these chapters highlight that high-impact communication balances **logic, emotion, and evidence**, ensuring that a startup's mission resonates across audiences while staying true to its purpose.

By mastering these approaches, entrepreneurs are better equipped to inspire trust, mobilize resources and scale their vision into meaningful societal impact.





# 04

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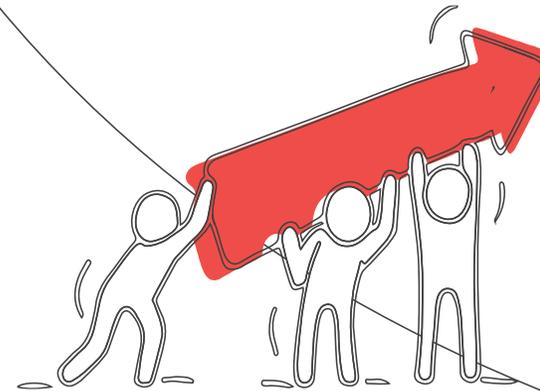
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You have Completed...  
**Module 7**

- **Section 1** Crafting a Purpose Driven Narrative
- **Section 2** Communicate Boldly & Pitch Authentically



## Module 8

- **Financial Purpose-Led Foundations:** Funding, Profitability and Impact

