

# EO MESSAGE ARCHITECTURE STACK

<b>Mission</b>	<b>To engage leading entrepreneurs to learn and grow</b>				
<b>Vision</b>	<b>To build the world's most influential community of entrepreneurs</b>				
<b>Core Values</b>	<b>Boldly Go!</b>	<b>Thirst for Learning</b>	<b>Make a Mark</b>	<b>Trust and Respect</b>	<b>Cool</b>
<b>Positioning Statement</b>	<b>EO – for entrepreneurs only – is a global community that enriches members' lives through dynamic peer-to-peer learning, once-in-a-lifetime experiences and connections to experts.</b>				
<b>Value Proposition</b>	<b>EO is the catalyst that enables entrepreneurs to grow and to learn from each other, leading to greater business success and an enriched personal life</b>				
<b>Tagline</b>	<b>Fueling the entrepreneurial engine</b>				



Asus Medical Corporation

<b>Mission</b>	<b>Provide Medical Efficiency tools and software to doctors to help them manage their practice and deliver faster and better patient care.</b>
<b>Vision</b>	<b>To create the most well used Medical Efficiency Tools in the world.</b>
<b>Core Values</b>	<b>Drive                      Impact                      Approach                      Leadership                      DIAL</b>
<b>Positioning Statement</b>	<b>Asus Medical Corporation is a full-service Medical Efficiency and Doctor's Back-Office Solution, which delivers value to doctors by understanding that their time is better served with patients than with administration. We do the administration, so doctors can do what they do best.</b>
<b>Value Proposition</b>	<b>Asus Medical Corporation give doctors and patients the opportunity to align not only their care interests but their own interests in a unique win-win model.</b>
<b>Tagline</b>	<b>Time and money – we get you more of both.</b>

# OFFWIRE™

## MISSION



Provide Solutions to make mobile accessory sales **EASY** and more **PROFITABLE** throughout each channel we serve.

## VISION



To have more locations under management across all channels averaging over 120 pieces per month than the largest US carrier has locations.

## CORE VALUES do it.

- D** - Delight the customer with win/win solutions
- O** - Open, honest and direct communication with all we serve
- I** - Integrity in everything we do
- T** - Take ownership

## POSITIONING STATEMENT



OFFWIRE helps each client “Maximize Every Customer Touch” through Training, Promotion and Inventory Management.

## VALUE PROPOSITION



OFFWIRE helps enable retailers to implement best practices around Training, Promotion and Inventory Management, leading to increased inventory turns and greater business success.

## TAGLINE



**Training ■ Promotion ■ Inventory Management**

## THEME



**Create Conversation ■ Inspire Growth**