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| **Successes:** |
| **What Could Have Gone Better:** |
| **Ideas Not Implemented:** |
| **Two Toughest Challenges/Opportunities:** |

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| **SWOT – Top 2** |
| **Strengths:**  **Weaknesses:**  **Opportunities:**  **Threats:** |
| **Business Model** |
| **Unique Selling Proposition:**  **Perfect Client:**  **Revenue Stream:**  **Key Performance Indicators:** |

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| **Top 3 Priorities:** |
| **Financial Goals:**   1. **Revenue** 2. **Profits**  * **Gross** * **Net** |
| **Initial High Level Goals/Strategies:** |