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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:**  |