

DESCRIPTION**RATING**

CONTENT:	Excellent	Good	Fair	Poor
Competition (Strength Analysis – See Sample)		✓		
Industry Drivers (Change)		✓		
Key Success Factors		✓		
SWOT Analysis		✓		
Financial Analysis				✓
WRITTEN PRESENTATION:				
Organization		✓		
Creativity				✓
Narrative Quality		✓		
OVERALL SCORE: Points Possible = 20				

16
20

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