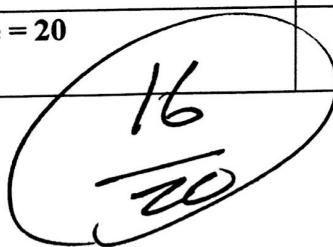


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**DESCRIPTION****RATING**

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



16  
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20

**CONFIDENTIAL**