

Our Brand Value (Who we are)

Our Thought Leadership (How are we known)

Innovation & IP (Competitive edge)

Customer Base Analysis
(Customers, revenue, type, concentration)

Perceived Valuation (What do others think we're worth?)

Financials Today (What are my numbers?)

Operations Today (Will it run without me?)

Resources (How is my money spent?)

Our Life's Work (What are we really worth?)

Financials Tomorrow (Clean & staged)

Operations Tomorrow (It runs without me)

Resourcing Tomorrow (Maximum capacity)

Future Potential (Where are we headed?)

