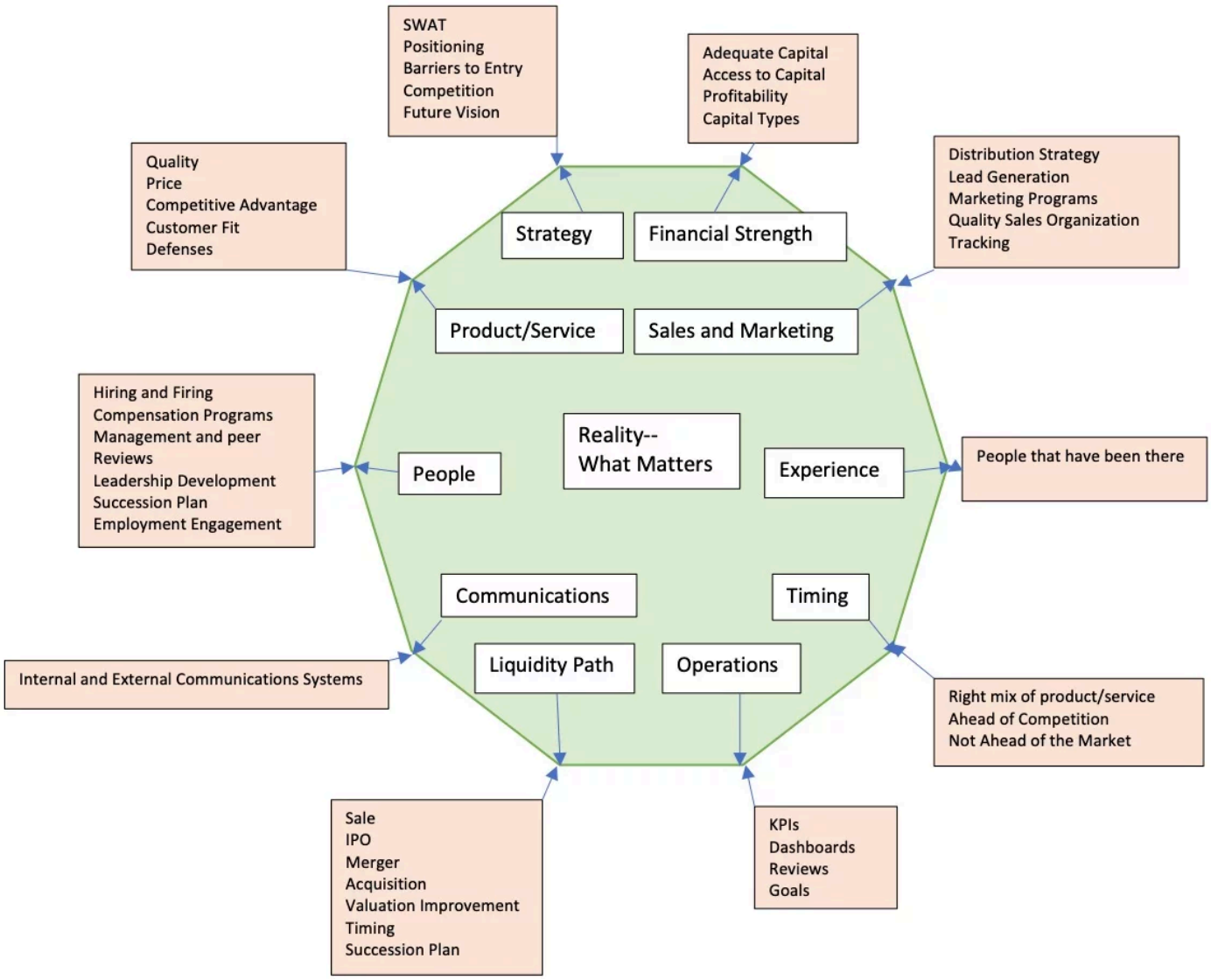
SWAT
Positioning
Barriers to Entry
Competition
Future Vision
Adequate Capital
Access to Capital
Profitability
Capital Types
Quality
Price
Competitive Advantage
Customer Fit
Defenses
Distribution Strategy
Lead Generation
Marketing Programs
Quality Sales Organization
Tracking
Strategy
Financial Strength
Product/Service
Sales and Marketing
Hiring and Firing
Compensation Programs
Management and peer Reviews
Leadership Development
Succession Plan
Employment Engagement
People
Reality--
What Matters
Experience
People that have been there
Communications
Timing
Internal and External Communications Systems
Liquidity Path
Operations
Right mix of product/service
Ahead of Competition
Not Ahead of the Market
Sale
IPO
Merger
Acquisition
Valuation Improvement
Timing
Succession Plan
KPIs
Dashboards
Reviews
Goals