



## The Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources	What is your USP?	Channels	
Cost Structure		Revenue Streams		

## SWOT Analysis Worksheet

<p><b>Strengths</b></p> <p>What do you do well?          What unique resources can you draw on?          What do others see as your strengths?</p>	<p><b>Weaknesses</b></p> <p>What could you improve?          Where do you have fewer resources than others?          What are others likely to see as weaknesses?</p>
<p><b>Opportunities</b></p> <p>What opportunities are open to you?          What trends could you take advantage of?          How can you turn your strengths into opportunities?</p>	<p><b>Threats</b></p> <p>What threats could harm you?          What is your competition doing?          What threats do your weaknesses expose you too?</p>

## Goals & Objectives

Goal: \_\_\_\_\_

Objectives: \_\_\_\_\_

Completion Date: \_\_\_\_\_