

SWOT Analysis Worksheet

Fill out the fields below and review with a mentor. This information can help you outline goals and strategies for your business and marketing efforts.

	Internal	External		
	Strengths	Weaknesses	Opportunities	Threats
Product/ Service Offering				
Brand/ Marketing				
Staff/ HR				
Finance				
Operations/ Management				
Market				

Can any of your strengths help with improving your weaknesses or combating your threats? If so, please describe how below.

Based on the information above, what are your immediate goals/next steps?

Based on the information above, what are your long-term goals/next steps?

Pitch Panel Resources

Elevator Pitch

- Perfect Your Elevator Pitch (recorded webinar)
 - <https://www.score.org/midflorida/event/perfect-your-elevator-pitch-5>
- The Elevator Pitch What, Why and How (Blog)
 - <https://www.score.org/resource/blog-post/elevator-pitch-what-why-and-how>
- How to Craft A Killer Elevator Pitch (Article)
 - <https://www.score.org/greenbay/resource/article/how-craft-a-killer-elevator-pitch-will-land-you-big-business>
- Six basic times and audience for which you'll need a customized pitch.
 - <https://www.danpink.com/wp-content/uploads/2013/01/sixpitches.pdf>

Business Model Canvas

- 9 Building Blocks of a Business (Business Model Canvas) (PDF guide)
 - <https://www.score.org/charlotte/resource/tool/9-building-blocks-a-business>
- Business Model Canvas (this is a combination of SCORE branded 9 box BMC and a guide on how to complete each box)
 - <https://www.score.org/manasota/resource/template/business-model-canvas-bmc>
- Other Business Model Canvas Resources
 - <https://www.score.org/muskegon/resource/eguide/business-model-canvas>
 - <https://www.score.org/search?keywords=business%20model%20canvas>
 - <https://canvanizer.com/new/business-model-canvas>
 - <https://corporatefinanceinstitute.com/resources/management/business-model-canvas-template/>

Value Proposition

- Identifying Your Core Value Proposition (E-Guide)
 - <https://www.score.org/resource/eguide/identifying-your-core-value-proposition>
- How to Write a Value Proposition: 11 Examples and Tips (Blog)
 - <https://www.score.org/resource/blog-post/how-write-a-value-proposition-11-examples-tips>
- Value Proposition - Your Business Success Starts Here (Video, PDF Slide Deck)
 - <https://www.score.org/manasota/resource/video/value-proposition-your-business-success-starts-here>

General Business Plan Resources

- <https://www.score.org/evansville/resource/article/business-plans>
- <https://hbr.org/1985/05/how-to-write-a-winning-business-plan>
- <https://www.forbes.com/advisor/business/how-to-write-a-business-plan/>
- <https://www.uschamber.com/co/start/startup/ai-tools-to-write-a-business-plan>
- <https://upmetrics.co/blog/ai-business-plan-generators>