

| Product (Service)/Market Description: |                          | SOAR Analysis                             |       |          |         |                |                             |          |               |           |               |          |
|---------------------------------------|--------------------------|---|-------|----------|---------|----------------|-----------------------------|----------|---------------|-----------|---------------|----------|
|                                       |                          | Strength/Opportunities Analysis (1 to 10) |       |          |         |                |                             |          |               |           |               |          |
|                                       |                          | Weighting                                 | Us    |          | Comp #1 |                | Comp #2                     |          | Competitor #3 |           | Competitor #4 |          |
| ID #                                  | Critical Success Factors | (Total 100)                               | Score | x Weight | Score   | x Weight       | Score                       | x Weight | Score         | x Weight  | Score         | x Weight |
| 1                                     |                          | 5   | 1     | 5        | 2       | 10             | 3                           | 15       | 4             | 20        | 5             | 25       |
| 2                                     |                          | 10  | 6     | 60       | 7       | 70             | 8                           | 80       | 9             | 90        | 10            | 100      |
| 3                                     |                          | 15  | 5     | 75       | 4       | 60             | 3                           | 45       | 2             | 30        | 1             | 15       |
| 4                                     |                          | 30  | 10    | 300      | 9       | 270            | 8                           | 240      | 7             | 210       | 6             | 180      |
| 5                                     |                          | 40  | 5     | 200      | 4       | 160            | 3                           | 120      | 2             | 80        | 1             | 40       |
| <b>Totals</b>                         |                          | 100                                       | 27    | 640      | 26      | 570            | 25                          | 500      | 24            | 430       | 23            | 360      |
| Aspirations                           |                          | Results                                   |       |          |         |                | Key Issues needed addressed |          |               |           |               |          |
| 1                                     |                          |   |       |          |         |                |                             |          |               |           |               |          |
| 2                                     |                          |   |       |          |         |                |                             |          |               |           |               |          |
| 2                                     |                          |   |       |          |         |                |                             |          |               |           |               |          |
| 3                                     |                          |   |       |          |         |                |                             |          |               |           |               |          |
| 4                                     |                          |   |       |          |         |                |                             |          |               |           |               |          |
| 5                                     |                          |   |       |          |         |                |                             |          |               |           |               |          |
| Key Assumptions                       |                          | Key Objectives                            |       |          |         | Key Strategies |                             |          |               | Financial |               |          |
| 1                                     |                          |   |       |          |         |                |                             |          |               |           |               |          |
| 2                                     |                          |   |       |          |         |                |                             |          |               |           |               |          |
| 2                                     |                          |   |       |          |         |                |                             |          |               |           |               |          |
| 3                                     |                          |   |       |          |         |                |                             |          |               |           |               |          |
| 4                                     |                          |   |       |          |         |                |                             |          |               |           |               |          |
| 5                                     |                          |   |       |          |         |                |                             |          |               |           |               |          |