

COMPETITIVE EDGE FORM

Our competitive edge *(Rate each point on scale of 1 to 10.)*

is meaningful to the customer

1	2	3	4	5	6	7	8	9	10
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fills important unmet needs

1	2	3	4	5	6	7	8	9	10
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motivates the customer to action

1	2	3	4	5	6	7	8	9	10
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is unique and difficult to duplicate

1	2	3	4	5	6	7	8	9	10
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can be communicated effectively

1	2	3	4	5	6	7	8	9	10
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can be sustained

1	2	3	4	5	6	7	8	9	10
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is well-defined

1	2	3	4	5	6	7	8	9	10
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can be quantified

1	2	3	4	5	6	7	8	9	10
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is consistent

1	2	3	4	5	6	7	8	9	10
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is very marketable

1	2	3	4	5	6	7	8	9	10
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TOTAL SCORE (out of 100) _____