

Strengths

What do we consider to be strengths of the proposals?

What advantages does each proposal have?

Weaknesses

What do we consider to be weaknesses of the proposals?

What aspects would be most criticized or receive the most complaints?

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What challenges might we encounter with each proposal?

What might block our progress?

Threats

Where, with a little work, could we change a weakness into a strength?

Does this proposal provide us with an opportunity to offer something that we had not thought of?

Opportunities

