

WHAT TO ACQUIRE WORKSHEET

HOBBIES/INTERESTS/PASSIONS

EXPERIENCE, SUPERPOWERS, + SKILLS

BIGGEST CURRENT NEEDS/DESIRES

- | | |
|--------------|--------------|
| MARKET SHARE | LEADS |
| CAPABILITY | HIGHER AOV |
| HIGHER LCV | MORE MARGIN |
| INNOVATION | 1st PLATFORM |

FINANCIAL (PRICE TARGET 1-5X EBITDA)

INCOME FOR YOU _____

GROWTH BUDGET _____

EBITDA TARGET _____

PRICE TARGET _____ TO _____