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| **Your Resources** **S**-**T**-**A**-**A**-**R**-**R**-**S**  |
| **Skills** | **Technologies** | **Assets** | **Accomplish-ments** | **Relation-ships** | **Reputa­tion** | **Strengths** |
| •Chemistry (bachelors degree)•Three years work expe­rienc­e in medical services•Scuba cer­tification•Play electric guitar•Conversa-tional Spanish•Microsoft Office•Making gourmet desserts | •Natural Lan­guage Proc­essing (NLP)•Geographical positioning systems (GPS)•Social net­working (Facebook, LinkedIn, Twitter)•Online search (e.g., Google)•Web cameras (Webcams)•Solar power | **Financial**•Savings•Full-time job and income (medical serv­ices)**Physical**•Laptop, printer, and high-speed Internet access•Garage (to turn into office)•Woodworking power tools**Knowledge-based**•Know my hometown well (born and raised here)  | * Earning a college degree
* Making a down pay­ment on a home
* Paying off a debt
* Completing a project on time and un­der budget
* Putting a child through col­lege
* Taking first place in dog show
 | •Family who can provide help and en­courage-ment•Loving and loyal spouse•Mentors who can provide advice•Co-workers who are po­tential co-founders, employees, customers, or partners•Alumni asso­ciation•Supportive parents | •Friends whom I trust and who trust me•Re­commen-dations•Strong credit score | •Leadership (Led soccer team to regional championship)•Diligence/perse­verance (Got a raise (or made honor role) this quarter despite broken foot)• Compassion (Helped neigh-bors after their house flooded)• Entrepreneur-ship (Bought up friends’ DVDs and sold them online for a profit)* Excellent health
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**Exercise**: Make a table like the one above of your resources by category. Include as many as you can think of and reasonably list in each category, even if they don’t seem applicable to your identified customer needs. You may later discover a way that they can be applied after all, or end up addressing a different need to which those other resources *are* applicable. [Blank STAARRS sheet follows:]

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