Your Resources
S-T-A-A-R-R-S

Skills	Technologies	Assets	Accomplish-ments	Relation-ships	Reputa-tion	Strengths
•Chemistry (bachelors degree) •Three years work experience in medical services •Scuba certification •Play electric guitar •Conversational 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/perse-verance (Got a raise (or made honor role) this quarter despite broken foot) • Compassion (Helped neighbors after their house flooded) • Entrepreneurship (Bought up friends' DVDs and sold them online for a profit) • Excellent health

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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