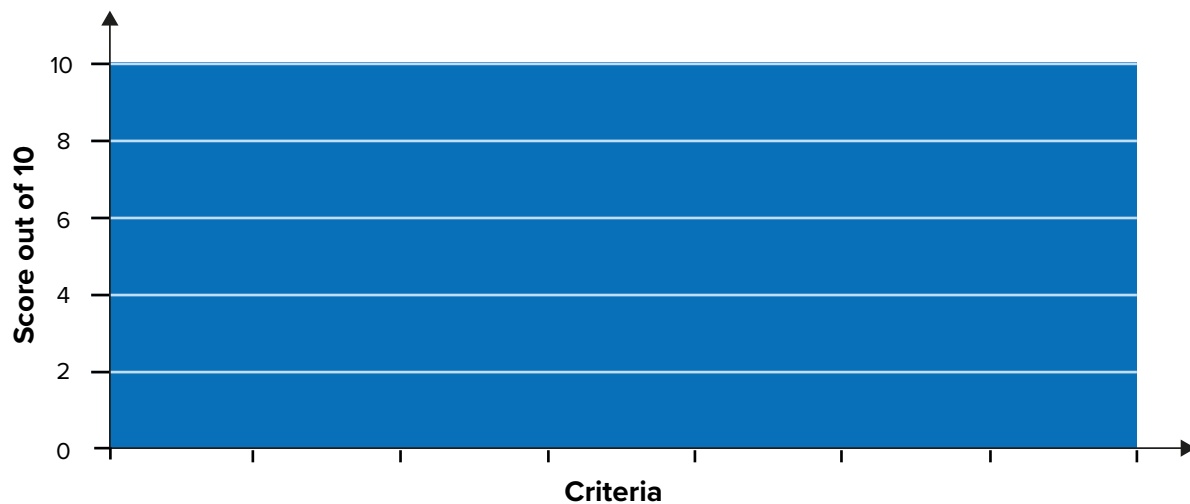# USP Analysis Worksheet

Criterion	You (1 = poor, 10 = good)	Competitor 1	Competitor 2	Competitor 3

Score out of 10 / Criteria

USP Statement