

SMART Analysis

SMART
Specific Measurable Achievable Relevant Time-bound
Long - Term

Goal - Startup

Specific - I want to start a cookie company because there is no brand that sells giant giant chewy and soft cookies. I actually want to have a bigger startup related to my field in the future. So I want to start off with something smaller for the experience.

Measurable - Step 1: Learn about business, product design, product packaging, distribution by November end.

Step 2: Perfect the recipe by December.

Step 3: Figure out production units and funding by April 2025

Step 4: Launch in May.

Achievable - I'm not sure. I need to figure out how to get the funding. I'll learn as much as I can and try to get this done.

Relevant - Not relevant to my field but I have many different interests. If this goes well, I can do my masters in a different (business related) field.

Also since jobs in Biotech - my field are limited so if I can make a source of income for myself through this, it would be great.

Time bound - November 2025 - May 2026

↓
Not the end but the beginning

Short Term

Specific - Learn about business and management and product design and marketing.

Measurable - 1) ~~Don't~~ Make your recipe
2) Design your product packaging.

Achievable - Yes) It is achievable. I can look up videos online and learn through them

Relevant - Not really but it matters to me, it'll be the first stepping stone in my journey to be financially independent.

Time bound - Upto December.

~~24/12/2021~~

I think what pair of knowledge tools to use?

With 1. Don't do it yourself and

2. Get someone else to do it, like a prof

3. Buy (either printed) things

4. Find a friend who is good at it

5. Find a mentor who is good at it

6. Find a course or something that is good at it

7. Find a book or something that is good at it

8. Find a video or something that is good at it

9. Find a person who is good at it

SWOT Analysis.

PAGE:
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S

- like to try out everything
- ambitions
- responsible
- accountable
- good leadership skills

W

- lack of motivation
(need a push)

- SWOT
- smart goals
- PDP

- gullible
- like to try out everything
(no fixed goal)
- underconfident

O

- competitions in and out of college
- 4 years to plan life

T

- competition
- limited scope

✓ 25/10/2022