



SMART Goal

Worksheet



SMART Goal

Draft a SMART goal for your selected business

- ☐ **Specific** What needs to be done?
- ☐ **Measurable** Can it be measured?
- ☐ **Achievable** Can it be done?
- ☐ **Relevant** Should it be done?
- ☐ **Time-bound** When will it be done?

FocusVu is a B2B software company, which offers private, secure video conferencing software especially designed for product demos and are developing a new classroom feature add-in.

Our SMART goal is to update of website by December 25, 2020 to redirect traffic to the new classroom feature of the video conferencing software page.

We believe we can achieve 1000 subscriptions for the new software by 14 February 2021 with the "Apple for a Teacher" campaign.

