

# PRAETORIUM DESITERATA

TALENT RESOURCES	– Ability to meet current needs and long term needs
COST	– Short term and long term – everything from facilities to labor
COMMUNICATIONS	– Current capabilities and likelihood of keeping current
CULTURE/IMAGE	– The culture and image the startup wants to enjoy <u>and reflect</u>
ACCESSIBILITY	– For staff, potential partners, potential customers and potential funders
COMPETITION FOR TALENT/ RESOURCES	– The dark side of the most desirable communities
PROXIMITY TO OUTSOURCED/ PROFESSIONAL SERVICES	– A shrinking concern
INTANGIBLE INTERACTIVE ADVANTAGES	– Hard to ever assess