1. Forces 4 + 3 + 4 + 2 + 3. The total, of 25?

   _____

2. Price 2.50 against 1.20. The premium, in % (nearest whole)?

   _____ %

3. Penetration EV: 0.6 x 18 + 0.4 x 2 = ?

   _____ k

4. 82(.30) + 76(.30) + 68(.25) + 61(.15) = ? (two decimals)

   _____

5. EV: 0.5 x 45 + 0.3 x 18 + 0.2 x (-12) = ? (one decimal)

   _____ k

6. The memo rejects the value line because:

   ☐ it costs too much to design

   ☐ gluten is unfashionable

   ☐ its margin is -0.15 and it spends the brand's scarcity

   ☐ the rival has one

7. The recipe is valuable and rare but reverse-engineerable. Its VRIO verdict:

   ☐ competitive parity

   ☐ sustained advantage

   ☐ no value

   ☐ temporary advantage

8. The game's unique equilibrium:

   ☐ (Premium, Match) at 12/10

   ☐ (Premium, Ignore) at 22/14

   ☐ (Standard, Match) at 13/9

   ☐ (Standard, Ignore) at 15/12

9. CAGE scores 3 + 4 + 3 + 2. The total and the form?

   ☐ 20 of 20 - stay home entirely

   ☐ 12 of 20 - export directly

   ☐ 8 of 20 - export directly

10. The leading indicator in the scorecard is:

    ☐ learning at 61

    ☐ the index itself

    ☐ financial at 82

    ☐ customer at 76

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1. **16**

   16 of 25 - middling.

2. **108 %**

   (2.50 - 1.20)/1.20 = 108%.

3. **11.6 k**

   11.6k - the safest bet wins.

4. **73.55**

   73.55.

5. **25.5 k**

   25.5k.

6. **its margin is -0.15 and it spends the brand's scarcity**

   One subtraction and one VRIO verdict.

7. **temporary advantage**

   Imitable within a season - temporary.

8. **(Premium, Ignore) at 22/14**

   Ignore dominates for the rival; Premium wins against Ignore.

9. **12 of 20 - license, don't ship**

   Far distance: keep the recipe home, let the licensee carry the admin.

10. **learning at 61**

    Learning moves first; process follows a quarter later, customer two.

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