

[illegible]

Looking backward, have you been making strides to diversify? Are you making inroads to new clients, more diverse clients through either outreach or product? If yes, document. If not, start to work on this and document your process.

- **Customer Concentration:** You have complete customer records and analysis that shows a well-diversified customer base where no one customer represents more than 20% of the company's revenue.
- **Trend Analysis:** You can show historical data and trends to prove continuing diversification.
- **Future Customer Diversification:** You have documented and can defend future projections, by customer or product/ service line, of continued or growing diversification.

Ideally, the goal is to have multiple customers in multiple market segments, and enough so that the loss of one segment or customer will not cripple the business beyond recovery.