

Strengths

What do we do well?
What separates us from competitors?
What unique resources do we have?

Weaknesses

What do we lack?
What do competitors do better?
Where are our resources limited?

[Topic of
the analysis]

AI-based
adaptive
learning

Automatic
quiz
generation

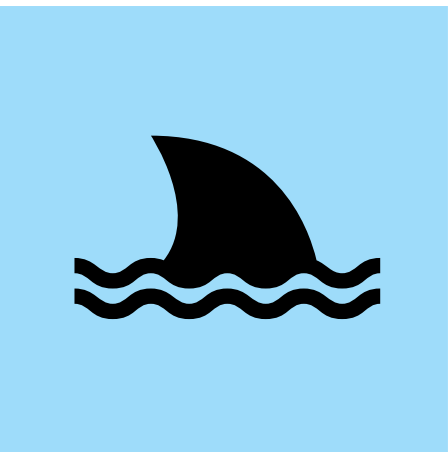
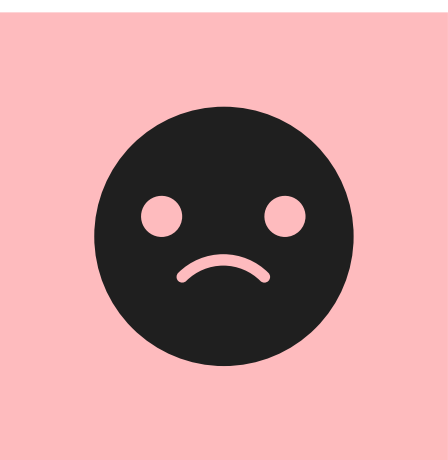
Not ideal for
non-tech-
savvy users

Personalized
study plans

Progress
tracking &
analytics

Lacks human
touch/
emotion

May require
stable
internet



Growing
demand for
ed-tech

Can be
linked with
schools or
coaching

Technology
adoption in
rural areas

Over-reliance
on AI without
teacher
feedback

Scope to
integrate
with mobile
apps

Competition
from big
players

Data privacy
concerns

Opportunities

Where do we see opportunities to meet people's real-world needs?
Where are people under-served by existing offerings?

Threats

What competitors are emerging?
What might get in the way of our success?