

# SWOT Analysis

In each of the below categories, list out the strengths, weaknesses, opportunities and threats you see for your application:

*(Example of a threat would be competition from similar applications BUT your strength would be how your application is different or better than the competition.)*

## LIST A MINIMUM OF 3 ITEMS IN EACH CATEGORY

(This is based on research you have completed for your application.)

### S

#### Strengths

- Eliminates discord or text chat to schedule games.
- Communal hub for all professional esports calendars.
- Easy way to communicate schedules between teams (for reschedules or passing information).

### W

#### Weakness

- Would require manual creation for every new approved submission.
- Manual updates for reschedules / issues.
- Inclusion for niche/community ran esports titles would be difficult.

### O

#### Opportunities

- Inclusion for collegiate scene & different tournament/league hosts.
- Could live/host on different websites.
- Easy social media presence as a SaaS.

### T

#### Threats

- Discord integrating a calendar application (rumored).
- Most teams use excel right now, why replace what already 'works'.
- Any tournament hoster creating their own calendar, eliminating the need for inclusion on my application.