**SWOT Analysis.**

Strengths:

We have a strong message to deliver that is tackling a really big issue in the world at the moment, and not involving only turtles, the wastes that are thrown in the ocean are destroying all kinds of habitats.  Affecting all wildlife and damaging a really important side of our planet.​

Weaknesses:

The problem of the strong message is that people prefer to not care about them and look in the other direction. Hence lots of our mainly adult following would probably not really involve themselves that much in this kind of matter.

Opportunities:

By making this game accessible to everyone and its style being somewhat cartoonish, we hope that kids, teens and young adults would give much more attention to this cause. Them being the stepping stone of the future, only they can truly bring back the truly blue and beautiful ocean. ​

Threats:

We are being too reliant on the children, teens and young adults hence if them are not showing any interest in this matter everything would turn bad.