**Weaknesses**

1. Must have excellent animations to make the application “alive”
2. Cannot develop new features
3. Must be free and without adds to be attractive and good looking
4. Too many applications to help with budgets or housework
5. Alone, without financial support for long term
6. OurHome is already on the market and very friendly for family

**Threats**

1. The fluidity of the application
2. Possibility to manage all your personal life in one place
3. Allows you to manage budgets and tasks when concurrent offer **only one** choice
4. Growing demography
5. Inflation
6. Youth rural flight + a lack of flats for their budget

**Strengths**

**Opportunities**