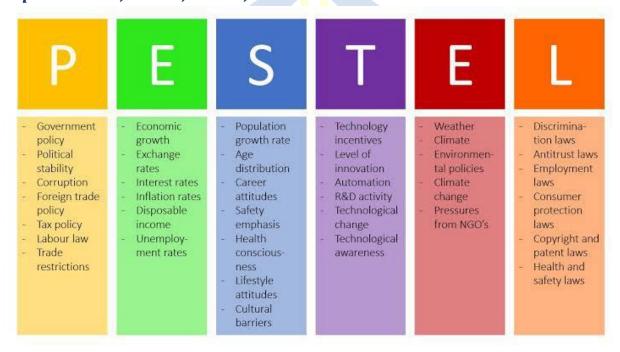# Riphah International University

Lahore Campus

Faculty of Computer Science and Information Technology

Technopreneurship S-24 005

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P	E	S	T	E	L
- Government policy - Political stability - Corruption - Foreign trade policy - Tax policy - Labour law - Trade restrictions	- Economic growth - Exchange rates - Interest rates - Inflation rates - Disposable income - Unemployment rates	- Population growth rate - Age distribution - Career attitudes - Safety emphasis - Health consciousness - Lifestyle attitudes - Cultural barriers	- Technology incentives - Level of innovation - Automation - R&D activity - Technological change - Technological awareness	- Weather - Climate - Environmental policies - Climate change - Pressures from NGO's	- Discrimination laws - Antitrust laws - Employment laws - Consumer protection laws - Copyright and patent laws - Health and safety laws

1. Political:

- **Government regulations regarding religious apps and content:** Regulations might affect the distribution or usage of **VerseEcho**.
- **Political stability:** Political unrest or instability in regions where the app is popular could impact its usage or development.

2. Economic:

- **Economic conditions affecting purchasing power:** Economic downturns may influence the affordability of smartphones and subscription fees for **VerseEcho**.

- **Currency exchange rates:** Fluctuations in currency exchange rates may affect the cost of development and maintenance, especially if outsourcing services or resources.

3. Social:
- **Cultural acceptance and attitudes towards technology:** Social acceptance of technology in religious practice may impact the adoption of **VerseEcho.**
- **Demographic trends:** Changes in the demographics of Muslim populations, such as age distribution or migration patterns, could affect the target market for the app.

4. Technological:
- **Advancements in AI and voice recognition technology:** Continued advancements could enhance the accuracy and effectiveness of **VerseEcho's** features.
- **Mobile technology trends:** Changes in smartphone technology and capabilities may influence the development and compatibility requirements of the app.

5. Environmental:
- **Carbon footprint and sustainability considerations:** Soul Sphere may need to assess and address the environmental impact of server usage and data storage associated with **VerseEcho.**

6. Legal:
- **Intellectual property rights:** Ensuring compliance with copyright and intellectual property laws regarding the Quranic content and AI algorithms used in **VerseEcho.**

- **Data privacy and security regulations:** Compliance with data protection laws to safeguard user information and maintain trust in the app.

7. Ethical:

- **Respect for religious sensitivities:** Ensuring that **VerseEcho's** features and content are developed and presented in a manner that respects the sanctity of the Quran and the beliefs of its users.
- **Transparency and accountability:** Maintaining transparency in AI-driven feedback and corrections to uphold user trust and confidence in the app's integrity.