

# 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

- Unique and necessary
- Potential “daily use” application for people
- Lots of room to expand

## W

### Weakness

- Limited appeal
- Not “modernized” in appearance and functionality
- Limited in options

## O

### Opportunities

- Add in more games
- Expand to more cities
- Re-skin the app for other niche activities

## T

### Threats

- People already have social media
- Scheduling apps
- I don’t want to spend any money advertising