

SWOT Analysis

This is a simple SWOT analysis for my proposed capstone project to create a “finder application” that would help FMA practitioners find schools and events in North America.

Strengths

- Limited competition
- I'll offer a free to use app vs. a paid app
- This is a simple uncomplicated solution
- The “product” – FMA – is unique yet growing in popularity
- I'm part of the FMA community
- I would have some help from folks at Savvy

Weaknesses

- I'm not a skilled coder yet and might not be able to pull it off
- This a very simple solution – maybe too simple
- The app is free and will not be self-supporting
- It has not yet been established if the users are wanting to use this application
- A marketing process will have to be launched to make the FMA community aware of this new app
- This app relies on people wanting to share information about their FMA practices
- I'll need access to USA and Canada FMA associations, groups, schools, and events

Opportunities

- Great opportunity to learn coding
- Chance to showcase my new skills
- Chance to learn more about FMA
- Chance to strengthen bonds in the FMA community
- Potentially develop an Android and IOS app for this as well
- Add advertisements to the application
- Monetize the idea of the “Finder Application” at least in the app stores ???

Threats

- Limited time and knowledge
- I could fail to pull this together
- The FMA community could be reluctant to share info
- There is a competing platform that looks really slick, and has phone apps as well
- As open source project someone else could rip this off