EduApp Development

A SWOT analysis

AGENDA

- SWOT analysis
  - Strengths
  - Weaknessess
  - Opportunities
  - Treads
- Recommendations

SWOT ANALYSIS

Strengths	Weaknesses
- Backed by major firms (partnerships) - Strong domain knowledge - Small and agile organizational structure	- Little product development knowledge - Little digital knowledge - Weak management
Opportunities	**Threads**
- Strong demand for tablet-based education - Ability to easily transfer product into other markets - Big potential market (1,8 million users in our primary market)	- For-profit model not accepted in the Dutch educational sector - Fragmented marked - Buyers have limited budgets available

STRENGTHS

- Backed by major firms (partnerships)

- Strong domain knowledge

- Small and agile organizational structure

WEAKNESSESS

- Little product development knowledge

- Little digital knowledge

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OPPORTUNITIES

- Strong demand for tablet-based education

- Ability to easily transfer product into other markets

- Big potential market (1,8 million users in our primary

  market)

THREADS

- For-profit model not accepted in the Dutch educational

  sector

- Fragmented marked

- Buyers have limited budgets available

Recommendations

- Increase short term product development knowledge by outsourcing the managing of the product development process to one of the partner organizations involved in the project.

- Increase short term product development knowledge by hiring one or two people with knowledge of product development in the education sector.

- Increase long term product development knowledge by building in-company knowledge on this topic.