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
1. Provides Knowledge
2. Can promote understanding
3. Provides opportunity for Personal Growth

W

Weakness
1. Lack of Interest in the Public
2. Doesn't provide information they were looking for
3. Very few people want to read or learn past HS or University

O

Opportunities
1. An opportunity for growth and learning for me
2. The possibility to bring something positive to people
3. The chance someone will see it and give me a job

T

Threats
1. The public is fickle
2. It may not provide value that people seek
3. Time is fleeting and with that the possibility of failure(learning experience)