Internal Factors

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| * Easy to use * Clear instructions * Message to get behind * Physical fitness challenge | * Getting the word out * Scalability * Narrow focus |

External Factors

|  |  |
| --- | --- |
| Opportunities | Threats |
| * Ability to improve awareness of Veteran Suicide rates in the US * Increase adoption of cycling for fitness * Accept donations for non-profit funds | * Similar applications for other non profit causes may distract * Relies on Strava – If it goes down it could cause issues |