**GoFundMe**

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| **../../../../Desktop/go-fund-me.png** | **Helpful**  to achieving their objective | **Harmful**  to achieving their objective |
| **Internal origin**  (attributes of the product) | **Strengths**   * Provides many categories and subcategories for fundraising * Easy sign-up to start a campaign * Straightforward layout showing fundraising goal and progress * Easily share fundraiser via social media | **Weaknesses**   * Almost too easy to set up a campaign, attracting scam artists |
| **External origin**  (attributes of the environment) | **Opportunities**   * relatively well-recognized crowdsourcing platform | **Threats**   * People creating a dishonest campaign, tricking other people into giving them money |

**Giveforward**

|  |  |  |
| --- | --- | --- |
| **../../../../Desktop/give-forward.png** | **Helpful**  to achieving their objective | **Harmful**  to achieving their objective |
| **Internal origin**  (attributes of the product) | **Strengths**   * Personalized approach for supporting family and friends * Other options besides giving money (ex. meal, item on wish list, or words of encouragement) * Easily give and track donations * Create fundraising teams * Assigned fundraising coach | **Weaknesses**   * Smaller audience may result in less donations from strangers |
| **External origin**  (attributes of the environment) | **Opportunities**   * May appeal to people looking for other ways of giving besides money * Niche target users for medical related campaigns | **Threats**   * May not be as well-known as GoFundMe |

**JustGiving**

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| **../../../../Desktop/JustGiving-G.jpg** | **Helpful**  to achieving their objective | **Harmful**  to achieving their objective |
| **Internal origin**  (attributes of the product) | **Strengths**   * Many categories for making donations * Simple interface for seeing donation status (target goal, amount raised, and percentage reached) | **Weaknesses**   * Campaigns targeted to appeal to certain countries |
| **External origin**  (attributes of the environment) | **Opportunities**   * May attract users looking for campaigns in target list of countries: Australia, Hong Kong, Ireland, United Arab Emirates, and United Kingdom | **Threats**   * Campaigns may not appeal to audience outside of target countries |