

Competitors Analysis:

Competitor	Category	Profile	SWOT
BUMBLE BFF	Social	<p>Another mode on Bumble which is designed for people to meet new people. Targeted at people who are new to a city.</p> <p>Like with most dating apps, users can flick through profiles of potential friends and “swipe right” on people they would enjoy being friends with.</p> <p>They can use factors such as age, gender, religion, hobbies, career, location, etc. when determining who they wish to be friends with.</p>	<p>Strengths:</p> <ul style="list-style-type: none"> - Well known app with lots of users (potential friends) - Allows people to find friends based off location, interests, and other categories <p>Weakness:</p> <ul style="list-style-type: none"> - Primarily a dating app and it is not marketed for international students to make friends - Lots of catfishing - People ghost you -> no meaningful friendships are created <p>Opportunity:</p> <ul style="list-style-type: none"> - They have a huge market share since they are an established and well-known app <p>Threat:</p> <ul style="list-style-type: none"> - Potential for a more well-known app designed to make friendships to take over the market for international students
UNSW	Social/communication (central place for students to meet each other + find common interests/career goals)	Study destination of several international students - they host programs to help international students feel more integrated into the Australian way of life.	<p>Strengths:</p> <ul style="list-style-type: none"> - One of the most popular universities attended by international students <p>Weakness:</p> <ul style="list-style-type: none"> - Most people tend to stick with people they already know <p>Opportunity:</p> <ul style="list-style-type: none"> - Well-known - Large pool of funding <p>Threats:</p> <ul style="list-style-type: none"> - Other universities also offer the same experiences
MyLanguageExchange	Social/Communication	Online platform for individuals from different cultural backgrounds to connect, learn	<p>Strengths:</p> <ul style="list-style-type: none"> - Wide variety of members and languages (3 million+ members)

		and practice a foreign language (via vid call, text etc.)	<p>speaking 164+ languages)</p> <ul style="list-style-type: none"> - Online-based model allows anyone with internet access to use (not affected by COVID or limiting social barriers) <p>Weaknesses:</p> <ul style="list-style-type: none"> - Not very well known/limited social & market outreach, relies more on an individual 1-1 model rather than a group model that limits community engagement - Heavily reliant on members for engagement (company does not provide any services other than hosting the platform) <p>Opportunities:</p> <ul style="list-style-type: none"> - Opportunity to expand towards other engagement platforms aside from just a messaging platform <p>Threats:</p> <ul style="list-style-type: none"> - Most online social communities have existing platforms to remove cross-cultural barriers - Limited potential for progression/innovation within the platform (other organizations are able to add their capabilities but not vice versa)
Eventbrite	Social	Online event-hosting platform allowing 3rd party organizations to market and reach consumers with events/initiatives/opportunities	<p>Strengths:</p> <ul style="list-style-type: none"> - Easy to use and well-known - No limitations in the type of event run - Low transaction fees <p>Weaknesses</p> <ul style="list-style-type: none"> - May be unsuccessful if not marketed well to both domestic and international students - Relies on both organizing party and consumer/student to have accounts - difficulty in marketing in-person events to

			<p>offshore individuals</p> <p>Opportunities</p> <ul style="list-style-type: none"> - Public site/invitation to gather interested students together; lots of potential to become a popular event - <p>Threats:</p> <ul style="list-style-type: none"> - Event hosting capabilities are being added to multiple online platforms who may have alternative/extra capabilities to engage student communities
Google translate/ Translators	Communication	A free online service that translates words and phrases between over 100 different languages to allow individuals to communicate to one another.	<p>Strengths</p> <ul style="list-style-type: none"> - Convenient - Well-known <p>Weakness</p> <ul style="list-style-type: none"> - Inaccurate - Doesn't understand slang or certain phrases <p>Opportunity</p> <ul style="list-style-type: none"> - Attracts a wider audience since it is by a known operator (eg Google) <p>Threat</p> <ul style="list-style-type: none"> - Competition between different translators; popularity typically depends on reviews and operator (eg if it's Google)