SWOT Analysis of StudyBuddy

Strengths:

1. All-in-one tool for students: By focusing on our main target audience, students, we will be able to aid them in getting better grades.
2. Opportunity to work with brands: With this being a newer tool with the right connections we can partner with larger brands as well as do collaborations to promote StudyBuddy.

Weaknesses:

1. Learning the skills to code the project: We will require extra training while working on our project to receive the best outcome.
2. Slow start-up: There may not be many people on the app at first, so it'll be harder to receive feedback.

Opportunities:

1. Helping students learn how to develop better study habits.
2. High Demand: While there are other apps out there, people are constantly looking for a new study tool to help them.
3. AI: We plan to add an AI component to our project to increase the success of our app.

Threats:

1. Other app competitors: There are a lot of popular study apps that may cause our app to be less popular.
2. Technical Issues: After first launching the app, there may be bugs and security issues that affect StudyBuddy.