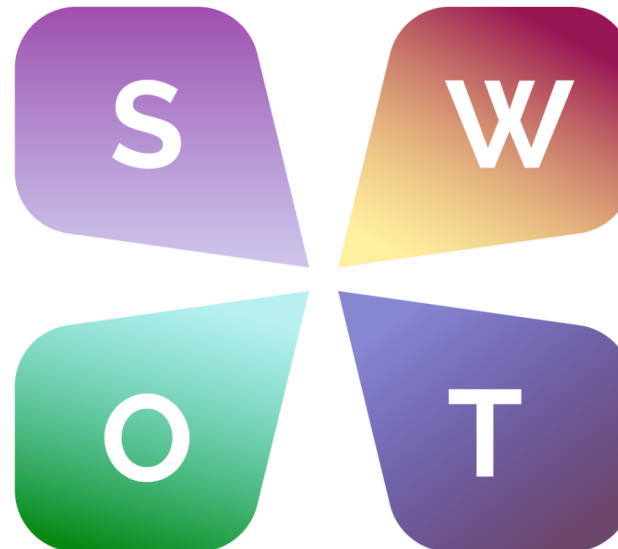# Evernote

STRENGTHS

- Simple, clean, and attractive UI on both mobile and desktop
- Helper/tour guide with initial setup
- Reminder functions

OPPORTUNITIES

- Could use Reminders to get into the online calendar market
- Could offer more features in the free tier to convert users

S **W**
O **T**

WEAKNESSES

- Limited features in Basic (free) version
- Long involved onboarding process
- Strong organization, inspirational, and collaborative features all have to be paid for

THREATS

- It would not take much for a native notetaking app on the phone to do better
- Google
- Competitors offering more free features

Drive

STRENGTHS

- Strong doc generation capability
- Lots of space for free
- Strong mobile-to-desktop integration
- Easy sharing/lots of sharing options
- Collaborative features

WEAKNESSES
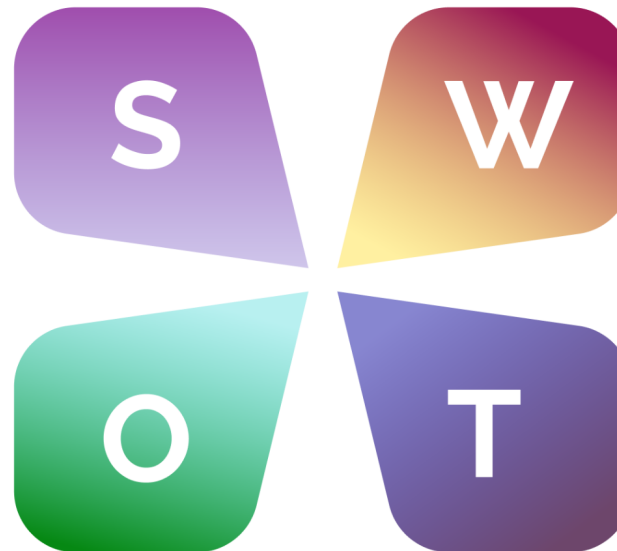
- Less visually appealing
- Mobile app is cramped
- Harder to save to drive on mobile

OPPORTUNITIES

- Could break into the notetaking and reminder business
- Could devlop stronger post making tools
- Strong mobile-to-desktop integration

THREATS

- Content creators want to make content that is "viral"
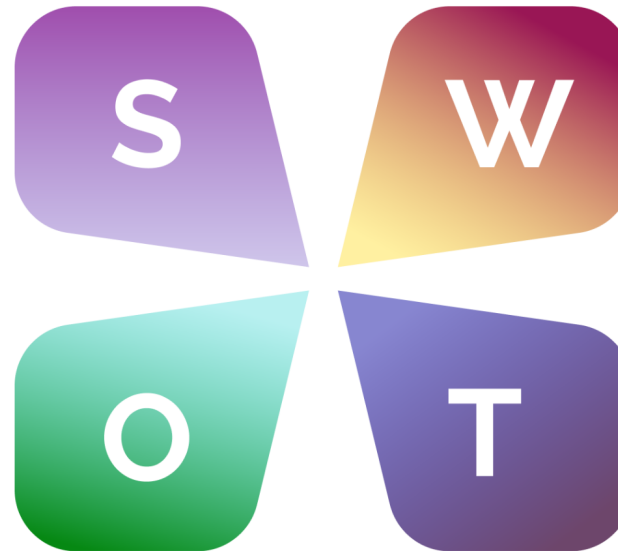- Apps and brands that help inspire their users

S W O T

STRENGTHS

- Nice UI, particularly impressive on a large screen, but mostly mobile
- Pins are widespread, most articles have a pin button
- Fast onboarding
- Cannot save without also organizing
- Free!

WEAKNESSES

- Weak on content creation in-app
- No doc creation
- Little to no notetaking features
- No presentation features
- Practical, but limited organizational features

OPPORTUNITIES

- Markets becoming more visually oriented and less text based
- Lots of 'entrepreneurs' using service to guide decisions
- Users curating and promoting their own viral content

THREATS

- Cloud based services withstronger content generating capability
- Apps that allow annotating