

## SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"> <li>• Integration with Web Application to track data and safety</li> <li>• Lower projected price point</li> <li>• Combined anti-theft and crash detection systems</li> <li>• Anti-theft system protects customer accessories and not just their vehicles</li> </ul>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>• Positive customer feedback</li> <li>• Capitalize on growing IoT Device market</li> <li>• Competitor products seen as ineffective and expensive</li> <li>• Clear need for product to address both motorcycle theft and rider safety</li> </ul>
<b>Weaknesses</b> <ul style="list-style-type: none"> <li>• Unknown brand compared to competitors</li> <li>• Smaller, relatively inexperienced team</li> <li>• Weak product power design</li> <li>• <b>Lack of funding</b></li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>• Competitor brand strength</li> <li>• Lack of intellectual property protection</li> <li>• Poor economy of scale – competitor with funds can replicate our product</li> </ul>

## Competitive Matrix

	<b>MotoGuardian</b>	<b>Scorpio Ride Core</b>	<b>BikerSOS</b>	<b>RealRider</b>
<b>Price</b>	\$200-\$300 + Pay-As-You-Go	\$375 + \$10.95/mo	\$50/yr	£3.99/mo
<b>Web/Phone App</b>	Yes. Communicates with cloud and motorcycle mounted device	Yes. Communicates with cloud and motorcycle mounted device	Yes. Only app. Uses phone hardware	Yes. Only app.
<b>Crash Detection</b>	Yes	Yes	Yes	Yes
<b>Automated Emergency Services Request</b>	Yes	No	Yes	Yes
<b>Anti-Theft Alerts</b>	Yes	Yes	No	No
<b>Anti-Theft Tracking</b>	Yes	Yes	No	No
<b>Performance Analytics</b>	Yes	Yes	Yes	Yes
<b>Customer Satisfaction</b>	?	Poor. Decent responsiveness	?	?

<b>Location</b>	US	US	Alert in the EU, Switzerland, Lichtenstein, USA, Canada and Australia	UK, Canada
<b>Promotion</b>				

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<b>Price</b>	\$200-\$300 + Pay-As-You-Go	\$375 + \$10.95/mo	\$50/yr	£3.99/mo
<b>Web/Phone App</b>				
<b>Motorcycle Mounted Hardware</b>				
<b>Crash Detection</b>				
<b>Automated Emergency Services Request</b>				
<b>Anti-Theft Alerts</b>				
<b>Anti-Theft Tracking</b>				
<b>Performance Analytics</b>				
<b>Location</b>	US	US	EU, Switzerland, Lichtenstein, USA, Canada, Australia	UK, Canada