SWOT Analysis

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| **Strengths**   * Integration with Web Application to track data and safety * Lower projected price point * Combined anti-theft and crash detection systems * Anti-theft system protects customer accessories and not just their vehicles | **Opportunities**   * Positive customer feedback * Capitalize on growing IoT Device market * Competitor products seen as ineffective and expensive * Clear need for product to address both motorcycle theft and rider safety |
| **Weaknesses**   * Unknown brand compared to competitors * Smaller, relatively inexperienced team * Weak product power design * **Lack of funding** | **Threats**   * Competitor brand strength * Lack of intellectual property protection * Poor economy of scale – competitor with funds can replicate our product |

Competitive Matrix

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| --- | --- | --- | --- | --- |
|  | **MotoGuardian** |  |  |  |
| Price |  |  |  |  |
| IoT Capabilities |  |  |  |  |
| Emergency Contacting |  |  |  |  |