Management Team Slides: QA

# SWOT Analysis

**Strengths** – As students, we know our target market very well! We have talented employees with real-world experience in software engineering. As a young company of students who have grown up with technology we feel like we can bring plenty of novel ideas to the table, exploiting the user interfaces and processing power of modern consumer technology.

**Weaknesses** – We are a new business in a crowded market, currently with little funding. The industry is fast-paced and competitive; however we feel that we have a breakthrough idea.

**Opportunities –** The digital market remains relatively unexplored in terms of cooking aids. As a software engineering start-up, we incur relatively little initial design costs. As a JAVA product, our solution is cross-platform, meaning a larger audience can be reached. Also, with the expected introduction of ‘connected devices’, our technology will be ready for the future of ingredient-ordering smart fridges and intelligent cooking appliances.

**Threats –** Another cooking application being released by another, more experienced competitor. Not receiving sufficient funding to complete the project.