Strength:

* Less side effects compared to triptans(main competitor)
* Quick onset
* High % of Pain freedom after 2 hours
* 80% people experience mild pain or no pain after 2 hours
* No CV contraindications

Weakness:

* Only available in oral pill
* Only a single dosage amount
* IV infusions are profitable for doctors so they prefer them

Opportunities:

* Patients contraindicated to triptans have high unmet need
* Triptans and ergot therapy are not sufficiently efficacious for significant portion of patients

Threat:

* Non compliance of insurance companies