# SWOTANALYSIS



## STRENGTHS

- Clean user interface
- The focus is on the places of interests
- Social interaction
- Influcencer community
- Companies can easily interact with potential customers



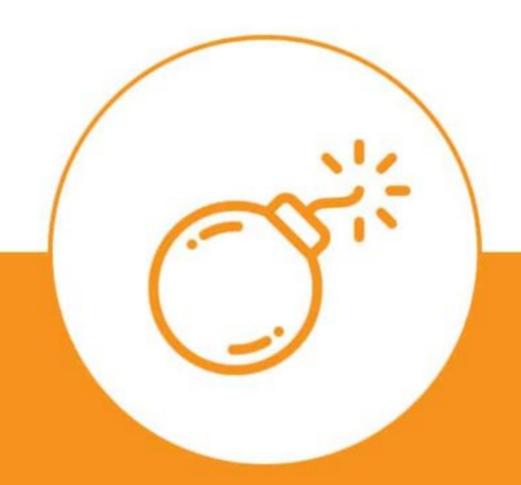
## WEAKNESSES

- The user base is mainly of young people
- Biased and not detailed reviews
- Paid promotions issue:
   The platform does not guarantee that its users will not leave and visit the advertiser's website



### **OPPORTUNITIES**

- Paid ads
- Localized ads based on the individual's location and recently visited places
- Sponsorships:
   Businesses and companies may pay celebrities and influencers to market their locations
- No direct competitors



### THREATS

- Bad reviews
- Privacy issues
- Negative press
- Emerging competitors