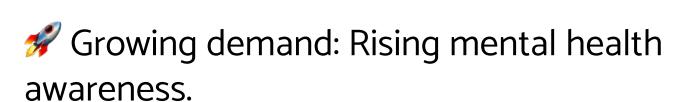
## STRENGTH

- Comprehensive features: Mood tracking, therapy, meditation.
- ✓ High privacy & security: Ensures user trust.
- ✓ User-friendly design: Simple and calming interface.

## **WEAKNESS-**

- X High costs: Requires strong infrastructure.
- X Limited free content: May deter some users.
- X Strong competition: Competes with major apps



Al & personalization: Enhances user experience.

Insurance integration: Expands accessibility.



Legal challenges: Compliance with regulations.

♣ Data security risks: Potential privacy breaches.

Free alternatives: Competition from unpaid options.

**OPPORTUNITIES** 

**THREAT**