* Complete a ***SWOT analysis***, Team Profile/Personal Resume and why you are qualified to tackle the problem in your initial proposal. Present a visual matrix along with a narrative to support this stage of the proposal development.

SWOT Analysis - Crowdfund film project

| **Strength**   * Solid, talented team * Modest goal financially, small budget * Location and equipment donated/borrowed | **Weakness**   * Will be a side project for everyone involved * Relatively unknown cast / crew - no famous names |
| --- | --- |
| **Opportunity**   * Have open schedule for many crew members if we can film in the late fall, early winter * Have interest from local audience to get some initial views * Strong connections to local theater communities can help to cast extras / minor parts | **Threats**   * Crowdfunding may not hit targets * May not get in front of necessary audiences * Movie might be bad |

**Action Plan**

**Strengths:** Raise enough to pay all on team a fair price for their involvement to increase commitment.

**Weakness:** Keeps story, location, and scope of film small to avoid overcommitment; keep track of schedule and stick to plan

**Opportunity:** Start project soon, to ensure needed people are available

**Threats:** Strive to stay under budget while keeping quality standards high. Maybe do a live read of the script for a test audience to ensure work is connecting with people.