

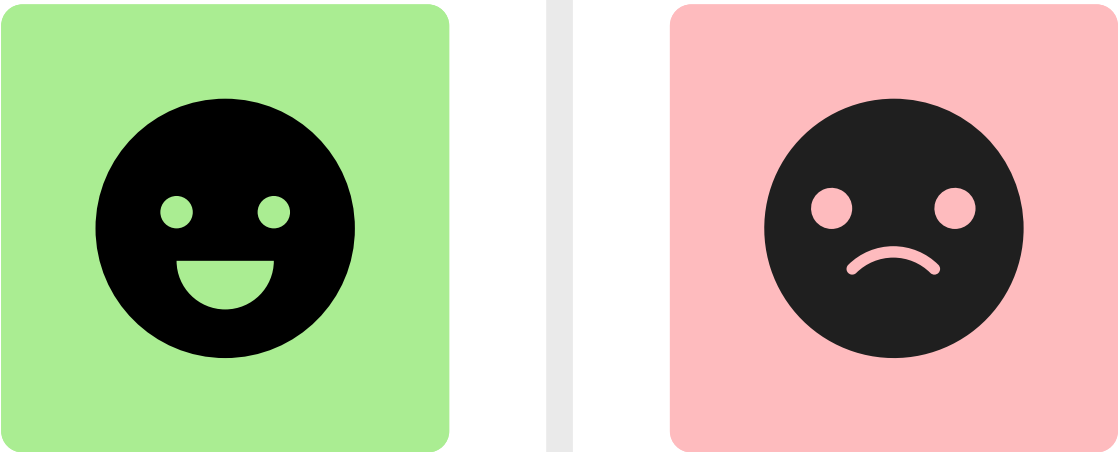
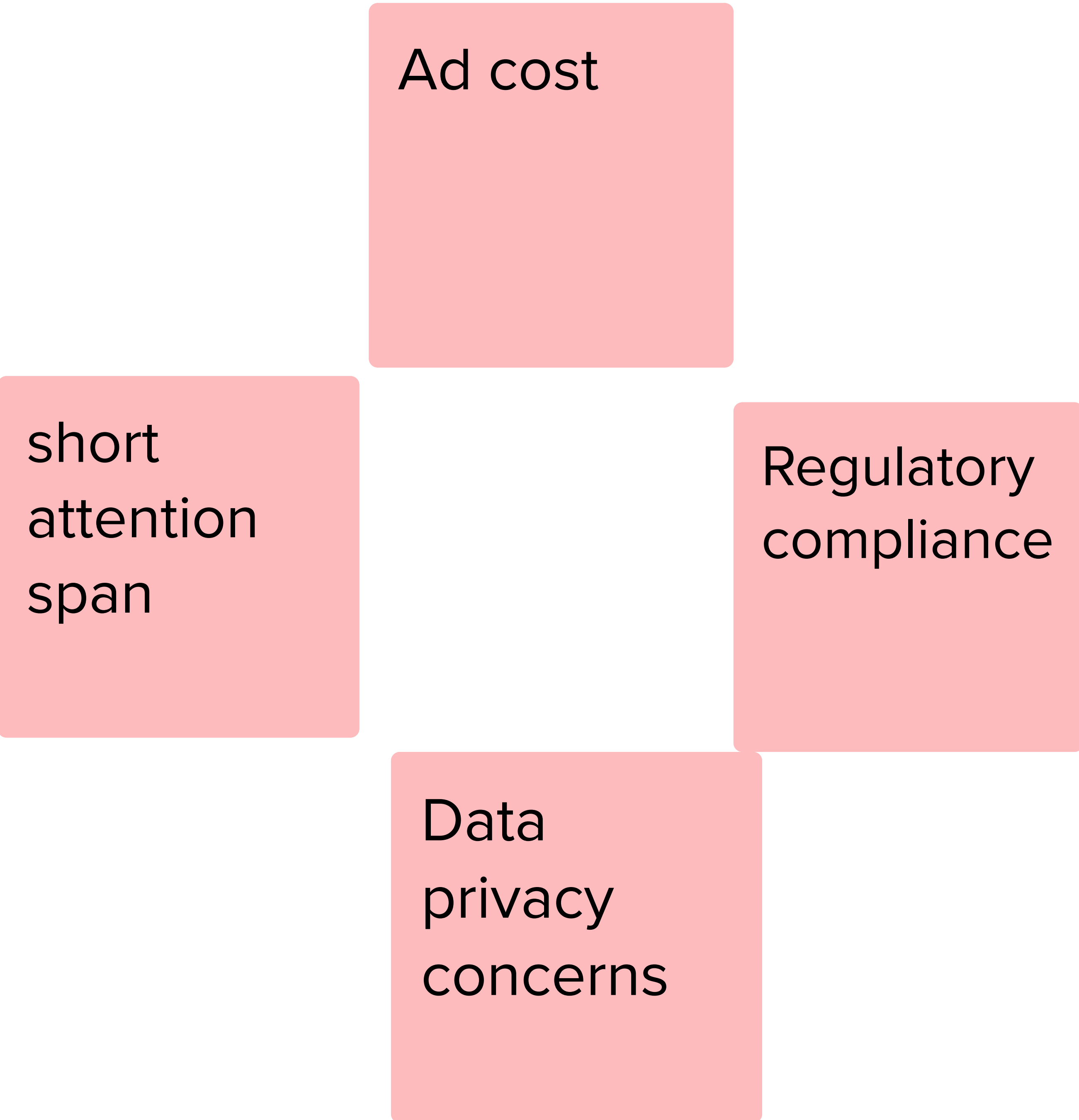
Strengths

What do we do well?
What separates us from competitors?
What unique resources do we have?



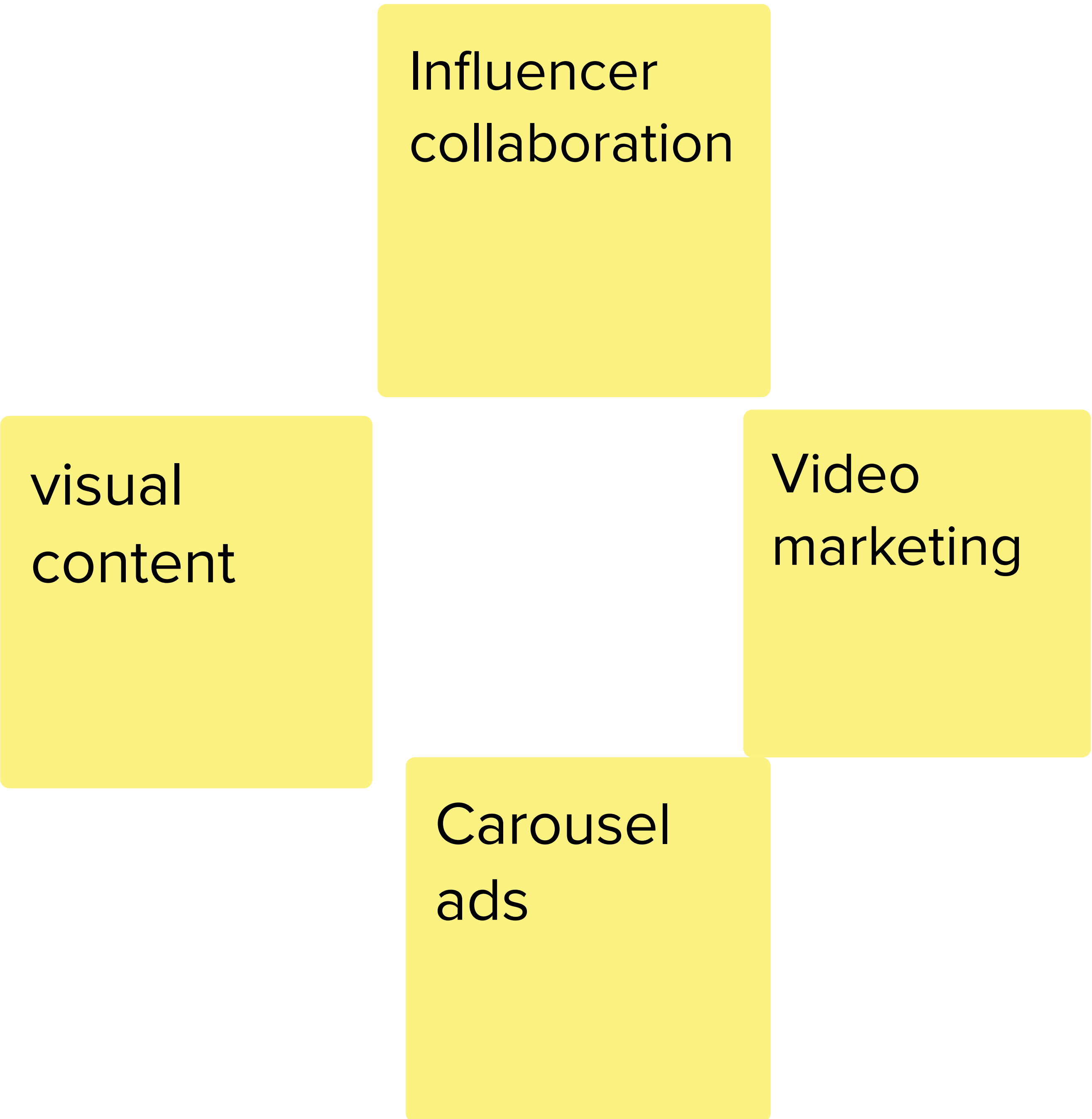
Weaknesses

What do we lack?
What do competitors do better?
Where are our resources limited?



Opportunities

Where do we see opportunities to meet people's real-world needs?
Where are people under-served by existing offerings?



Threats

What competitors are emerging?
What might get in the way of our success?

