ExpertMe SWOT Analysis

1. **University Career Services at UC San Diego**
   Provides advice/counseling, job preparation, career fairs, and online job board

	Positive	Negative
Internal	**Strengths** ● In person and online presence ● Offers free expert advice ● Robust service	**Weaknesses** ● Exclusive, need to be student or alumni ● Meeting with expert is through webcam
External	**Opportunities** ● Match with career, not company ● Doesn't involve 1-on-1 discourse ● Mostly for self-awareness	**Threats** ● Multitude of student analytics ● University branding

2. **LinkedIn Mentor**
   a. Ability to ask questions about a specific career
   b. LinkedIn matches you with a professional who can answer
   c. Back and forth messaging system?, but lacks human-live interaction
   d. Focused on, but not limited to, leveling up current career path or getting business advice.

	Positive	Negative
Internal	**Strengths** ● Built in to your LinkedIn account ● Intuitive Setup Process ● Not limited to what kind of questions ● LinkedIn networking is excellent	**Weaknesses** ● Only available to select states (as of right now) ● Response time is slow ● Playing Message Tag ● Inability to choose professional
External	**Opportunities** ● Discuss with Local Professionals ● In-person chance to network ● Increases soft skills	**Threats** ● LinkedIn is a well-known brand catering to the working force ● The ability to ask professionals in your area already exists.

3. **Score: Business Mentoring**
   a. Foster vibrant small business communities through mentoring and education.
   b. Non-profit with a 50 year track record
   c. Mostly free.
   d. Only with Business

	Positive	Negative
Internal	**Strengths** ● Easy to use UI ● Quick Call-to-actions ● Relevant content ● Responsive design	**Weaknesses** ● Only on desktop ● Heavy video content pages, long to load ● Hierarchy issues ● Confusing navigation titles ● Lack of descriptions
External	**Opportunities** ● Only for businesses ● Older demographic	**Threats** ● Locations throughout the US ● Long track record

4. **Meetup**
   Networking app to connect local professionals and/or students on a variety of interests.

	Positive	Negative
Internal	**Strengths** ● Engaging colors ● Obvious Call-to-actions ● Good Heirarchary ● Intuitive "calendar/schedule" structure	**Weaknesses** ● Not a lot of info for 1st time users ● Category photos are too busy

External	**Opportunities** ● Focus on 1-on-1 dynamics instead of "group" networking ● Work towards Career advice instead of additional hobbies	**Threats** ● Established following and options ● Non-profits ● Existing club integration is easy