**SWOT Analysis**

**In each of the below categories, list out the strengths, weaknesses, opportunities and threats you see for your application:**

*(Example of a threat would be competition from similar applications BUT your strength would be how your application is different or better than the competition.)*

**LIST A MINIMUM OF 3 ITEMS IN EACH CATEGORY**

(This is based on research you have completed for your application.)

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| **S**  **Strengths**  -Safer than current platforms  -Exclusive and selective of who's allowed access  - Goal is to build porfolio and network |
| **W**  **Weakness**  **-Without a large network, it can be difficult to start up at first**  **- Exclusivity will allow less users on app,**  **- Does not offer payment** |
| **O**  **Opportunities**  **-Offers a safer pool of creatives who want to build a porfolio**  **- No payment- Afforable regardless of financial state**  **- Can network with established creatives based on location**  **-Exclusitivity will add more desire to join.** |
| **T**  **Threats**  **- Competition from established apps like 'BackStage'.**  **- Reliable verification may be expensive**  **- Lack of compensation may drive skilled creatives away.** |