

Strengths	Weaknesses
<ul style="list-style-type: none"> • Never seen before use of an already existing product. • Innovation in what the market provides. <ul style="list-style-type: none"> • Extremely flexible and multi use product. 	<ul style="list-style-type: none"> • Little to no market presence at the moment. • Low budget to kick start production. <ul style="list-style-type: none"> • Depends on business partners.
Opportunities	Threats
<ul style="list-style-type: none"> • Innovative product. • No competition what so ever. • Possibility to expand once the product gains track. 	<ul style="list-style-type: none"> • Product that might precede its own time. • Controversial use of a product outside of its determined area. • Association of the product with its old uses and applications.