

SWOT

	Features	Unique value proposition	Strengths	Weaknesses	Oportunities	Treats
<b>Breathwrk</b>  breathwork  DIRECT	<ul style="list-style-type: none"><li>• variety of breathwork exercises and techniques</li><li>• Customizable breathing sessions.</li><li>• Progress tracking &amp; badges</li><li>• warnings</li><li>• sound &amp; vibration settings</li></ul>	<ul style="list-style-type: none"><li>• Google Fit integration</li><li>• Personal exercise schedule on calendar</li></ul>	<ul style="list-style-type: none"><li>• Strong focus on breathwork</li><li>• Well-designed <b>interface</b></li><li>• Comprehensive library of breathwork sessions</li><li>• Strong <b>community</b> features</li></ul>	<ul style="list-style-type: none"><li>• Can be expensive</li><li>• Some users have reported technical problems</li></ul>		<ul style="list-style-type: none"><li>• faces competition from broader wellness apps</li></ul>
<b>WHM (Wim Hof Methode)</b>  Breathwork  INDIRECT	<ul style="list-style-type: none"><li>• onboarding warning</li><li>• community</li><li>• breathing, physical, dietary exercises</li><li>• challenges</li></ul>	<ul style="list-style-type: none"><li>• instructions by Wim Hof himself</li><li>• physical &amp; dietary exercises mixed with breathing</li><li>• challenges (daily for 1 months)</li></ul>	<ul style="list-style-type: none"><li>• Based on the popular Wim Hof Method</li><li>• Comprehensive library of breathwork sessions</li><li>• Well-known brand</li></ul>	<ul style="list-style-type: none"><li>• Can be expensive</li><li>• Some users have reported that the app is too challenging</li><li>• huge bug: video keeps playing with app closed and deleted from tasks - unable to stop it</li></ul>		
Breath Ball Stress Relieve  Breathwork	<ul style="list-style-type: none"><li>• various breathing methods</li><li>• Animated guidance (expanding ball)</li><li>• Training</li><li>• Exercise diary</li></ul>	<ul style="list-style-type: none"><li>• heartrate monitor via bluetooth</li><li>• Focus on cardiac</li></ul>	<ul style="list-style-type: none"><li>• Tutorial, description and warning</li><li>• Assistant throughout the app</li><li>• adjustable exercises</li><li>• extensive (accessible) settings</li></ul>	<ul style="list-style-type: none"><li>• Incomplete guide when to use which method</li><li>• no goal setting</li><li>• Paid Pro feature</li></ul>		
<b>Headspace</b>  meditation breathwork  DIRECT	<ul style="list-style-type: none"><li>• guided <b>meditation</b> sessions</li><li>• mindfulness exercises</li><li>• variety of meditation programs</li><li>• stress-relief program</li><li>• sleep content</li><li>• good UX</li><li>• Customization options for session length and background sounds</li><li>• Onboarding</li><li>• Assistant for guidance</li></ul>		<ul style="list-style-type: none"><li>• Well-known brand</li><li>• High-quality content</li><li>• Easy to use interface</li><li>• <b>accessibility</b> features, including closed captions</li><li>• offline access to some content</li><li>• free trial</li></ul>	<ul style="list-style-type: none"><li>• paid only</li></ul>	Subscription-based with a free version	
<b>Breethe</b>  Meditation	<ul style="list-style-type: none"><li>• guided meditation</li><li>• sleep stories</li><li>• mindfulness content</li><li>• content for stress reduction, anxiety, sleep.</li><li>• personalized meditation recommendations</li><li>• Self-analysis quiz</li><li>• Professional support</li></ul>	<ul style="list-style-type: none"><li>• Guided meditation, sleep stories, and mindfulness content.</li><li>• Specialized content for stress reduction, anxiety, and sleep.</li><li>• Personalized recommendations</li><li>• Therapist chat</li></ul>	<ul style="list-style-type: none"><li>• personalized plan</li><li>• Goals</li><li>• Offline content</li><li>• <b>add alarm for chosen workout</b></li></ul>	<ul style="list-style-type: none"><li>• very limited free content</li><li>• English, Spanish only</li></ul>		