

SWOT ANALYSIS



An abreviature from strengths, weaknesses, opportunities and threats, analysis is shown below

STRENGTHS

- New product (innovation)
- Helpful with time managment
- Multi-purpose app
- Help people discover new passions



WEAKNESSES

- Tiime frame
- Complexity in developing
- Dominant social media platforms (Insagram, Meta etc.)

OPPORTUNITIES

- Productive form ofsocial media
- Opportunity of promotion (Mini comany financial contest)
- Opportunity of non-financial support



THREATS

- Increasing competition

M & V MD