

S.W.O.T. Analysis

Evaluating an Opportunity

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STRENGTHS

What are the strengths of this product or service?

OPPORTUNITIES

How does this business, product, or service fill an unmet need or want?

Where is there a gap in the existing market (app, service, product).

WEAKNESSES

What are the obstacles?
What makes this business, product, or service weak?
Does it lack something?

THREATS

What or who will get in the way of the success of this product, service, business?
Consider competition in this market--indirect or direct.

S.W.O.T. Analysis

(3 bullet points
per box)!

(Name of
YOUR
Product or
Service)

STRENGTHS

- Teens get to talk about their problems with a trustworthy adult
- Teens get to receive advice

OPPORTUNITIES

- Safe environment for teens to talk
- Help decrease depression
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WEAKNESSES

- Teens have a hard time trusting adults.
- Communication apps already exist
- Teens already get some help they need

THREATS

- talkspace