



## SWOT Analysis



- **Strengths:** What will be your company's strengths when you launch? How do you see this changing in the future?
- **Weaknesses:** If you were the competition, what would you say to prospective customers about where your company's products or services are weak or deficient? What are the most important weaknesses to overcome first?
- **Opportunities:** With product improvements or new partnerships, where could your business grow? What new segments could you enter in the future?
- **Threats:** What external factors could put pressure on your business growth or cash flow? Which of these threats can you control? Which ones can't you control?