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**SWOT Analysis**

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| --- | --- | --- |
|  | **Helpful** | **Harmful** |
| **Internal Origin** | **Strengths:**  ***Characteristics that give you a competitive advantage.***  Things you do well.  Differentiation from competition.  Resources/Skills Assets (patent, intellectual property, capital, etc.)  **S** | **Weakness:**  ***Characteristics that give you a disadvantage.***  What can you improve. Things you lack.  Things your competition is better at.  Limitations.  **W** |
| **External Origin** | **Opportunities:**  ***Elements in the market where you can exploit to your advantage.***  What are your goals. Markets for your product/service.  Competition in market.  Other market and external benefits.  **O** | **Threats: *Elements******in the market that could cause you troubles.***  Obstacles you face. Emerging competitors. Regulatory environment.  Other market and external threats.  **T** |



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**What:**

Four blocks to build your own SWOT Analysis. The SWOT Analysis is a strategic planning technique to identify strength (S), weakness (W), opportunities (O), and threats (T).

This will help you identify your objectives, your competitive advantage and the factors that impact your venture.

**How:**

Answer the questions in each segment. Keep your responses short and specific.

We advise you to revisit this document on a frequent basis.