

# SWOT CANVAS

<p><b>STRENGTHS</b></p> <p>Internal factors, e.g.: Unique features, Proprietary technologies, Strong partnerships, Team expertise</p>	<p><b>WEAKNESSES</b></p> <p>Internal factors, e.g.: Resource constraints, Technical challenges, Gaps in expertise, Any other limiting factors.</p>
<p><b>OPPORTUNITIES</b></p> <p>External factors, e.g.: Market trends, Potential partnerships, Funding opportunities, Emerging technologies</p>	<p><b>THREATS</b></p> <p>External factors, e.g.: Competition, Regulatory changes, Economic shifts, Technological obsolescence</p>

**EXAMPLE**

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<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<b>OPPORTUNITIES</b>	<b>THREATS</b>