SWOT- Analysis	Strengths (S)	Weaknesses (W)
	of yourself as (co-) founder of your business and of your company (if you have founded it already); personal skills, experience, behaviour,	
Opportunities (O)		
e.g. provided by EYE programme, access to potential customers, growth of market		
Threats (T)		
e.g. by legal constraints, competition, market barriers		

SWOT Analysis – a strategic planning tool www.open-eye.net

SWOT- Analysis	Strengths (S)	Weaknesses (W)
	•	•
Opportunities (O)		
•	Use / Combine S and O	Check O to be missed because of W
	How can you use your strengths to get the most out of the opportunities?	Are there strategies helping you to work on your weaknesses to prevent missing the opportunities?
Threats (T)		
•	Use S to minimize T	Check T resulting from W/minimize T and W