

Positive influence

Negative influence

Strengths

(project or team attributes that give advantages over others in the industry)

Weaknesses

(attributes that weaken the project)

- Automated C2C system
- Innovative functions (copybetting, copystockmarket) have been developed
- Optimization for many devices
- The product is designed for different groups of the target audience, which at times increases the number of potential customers (professional traders, novice traders, bettors, companies)
- The product is a turnkey solution and solves the main problems of the target audience
- Implement gamification
- Content Delivery Network eliminates the problem of lagging behind the markets
- Consolidated orders make commissions on other platforms lower
- One Shared-Wallet for trading/betting/investing
- Basic functions of familiar social networks are kept
- High level of service and support
- Constant monitoring of platform stability and adaptability
- Freemium is not limiting main functionality
- There are 10+ order types on the platform
- Usability and intuitive use
- unbiased platform
- All transactions are executed outside the platform through API

- Niche and narrow specialization
- Temporary impossibility of integration with some stock exchanges
- Industry involves above average paid employees
- To organize a content delivery network, it is necessary to create additional infrastructure in each country where the platform has users.
- Integration is possible only with exchanges, platforms and bookmakers that provide an API
- Very high cost of advertising campaigns
- At the early stages, the platform has no established reputation

Positive influence

Opportunities

(external probable factors giving additional opportunities to achieve the goal)

- Easy integration of new industries
- Further access to other markets not related to finance
- New opportunities for gaining market share of competitors
- Easy strengthening company reputation
- Creation of own charity fund;
- Increasing customer income;
- Improving the quality of provided services and features
- Getting into the top of platforms for trading/betting/investing

Negative influence

Threats

(external probable factors that may complicate the achievement of the goal)

- New competitors entering the market
- Toughening competition between existing competitors
- Anti-advertising from competitors and dissatisfied customers / haters
- Technical issues
- Additional control and regulation by the state
- Force majeure circumstances