

Internal origin
(attributes of the organization)

External origin
(attributes of the environment)

Helpful to achieving the objective

Harmful to achieving the objective

- uniqueness (absence of competitor)
- pushed innovation legally protection
- upload speed
- simplicity and speed of use
- respect of the privacy law

Strengths

- separate Business and Friendship profiles
- upgradable
- high time saving for all instant messaging apps

- as pioneer evaluate prospect partnerships of more than 3MLD of user
- very high turnover potential and very low management costs (no server)

Opportunities

- possibility of short-term exit in favor of a new economy players, telephone operators, mobile producers, banks, funds, entrepreneurs inclined to diversification ...

- use of the bluetooth proximity
- cost of 0.99 cents for uploading
- spread based on "viral" word of mouth if not sold to a player in the sector

Weaknesses

- unavailability of data on central server for transfer to databases
- periodic cleaning (add & drop) management of your address book

- potential mee too after 4/6 months from the positioning on GooglePlay and AppStore (certainly not from the big players that buy but do not copy for not ending in the "black list")

Threats

- consequent periodic innovation for additional functions required by the market