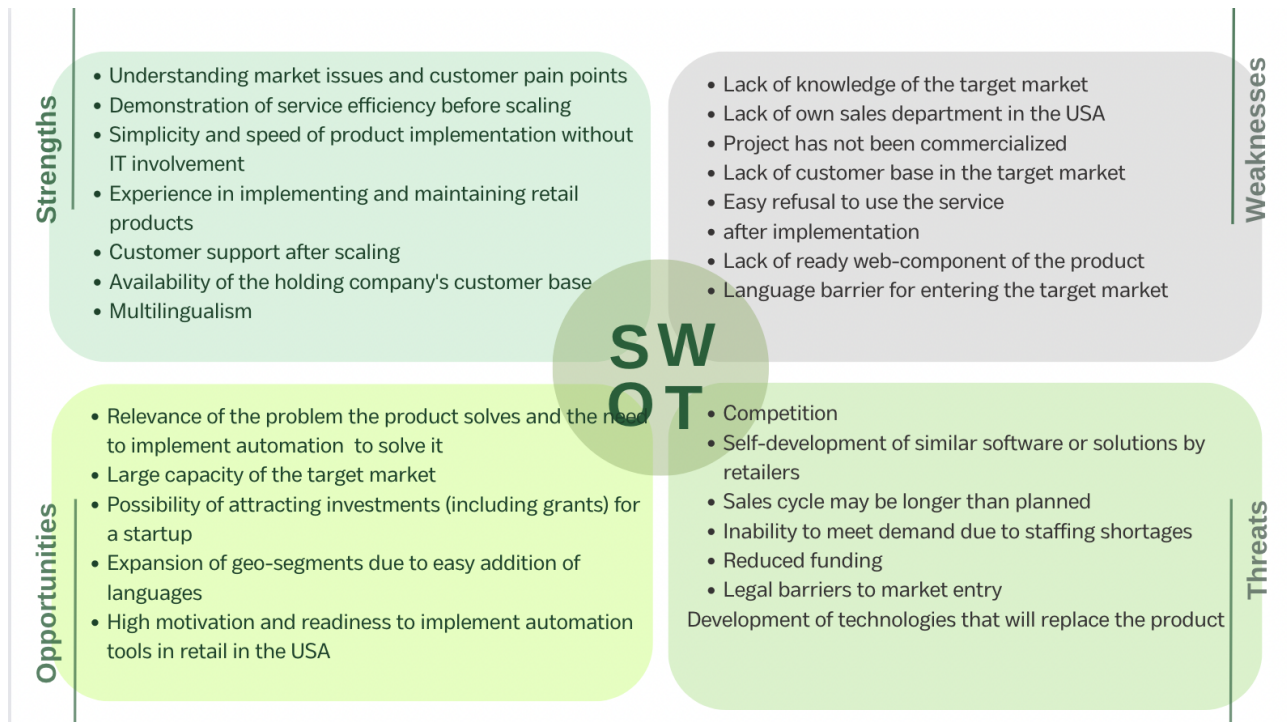


SWOT_ example for IT-startup in the retail automation business



S-O: demonstration of service efficiency (our service increases client's income) before scaling + relevance of the problem the product solves and the need to implement automation to solve it

When demonstrating the work of our service it is necessary to emphasize, on the one hand, on the "pains" that the client experiences in this case, to show them - this is the first step to make managers think about the need to change something. On the other hand, it is important to show that it is our automated solution that will give the most effective result (in the ratio of resources spent and benefits gained).

S-T: demonstration of service efficiency (our service increases client's income) before scaling + reduction of project financing volumes

- Make a sales/receipts forecast (pessimistic) from the implementation and correlate it with the projected rate of project financing. We make a sales forecast based on minimum values and a cost forecast based on maximum values. A scenario-based action plan is then developed based on this.
- Select a suitable monetization and sales model that generates the required level of revenue to ensure the viability of the product.
- Create a plan to ensure project viability: managing core operating costs, securing marketing funding for sales, protecting the brand.

W-T: lack of knowledge of the target market (decision-making, business vision, lack of complete information about competitors) + reduced project financing volumes

Maximize the "white spots": client's "pains", legal framework of the industry, barriers to entry, depth/amount/degree of competition, scale and scope of marketing budgets of potential clients. Learn the decision maker's KPIs, thus minimizing the risk of client rejection of our product.

W-O: lack of knowledge of the target market (decision making, business vision, lack of complete information about competitors) + relevance of the problem that the product solves and the need to implement automation to solve it

Convince potential customers of the relevance of the problem using the team's existing theoretical and practical experience.

Conduct a market analysis (in-house or with the involvement of a marketing agency) that will reveal the relevance of the problem in the desired market.

Conducting A/B tests, which will reveal how high the audience's sensitivity to our information messages is, assuming that our assumptions about the client's "pains" were correct.