Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

SWOT Analysis Worksheet

|  |  |
| --- | --- |
| **Summary:**  In 3 sentences, describe your idea/concept/30 seconds. | |
| **General Advantages:**  Describe the general advantages/disadvantages of your concept/1 minute: | **Specific Advantages:**  Describe the specific advantages of your concept / 1 minute: |
| **Opportunities:**  Speak about the opportunities your concept opens/1 minute | **Threats:**  Speak about the threats your concept faces/1 minute: |