Start-up SWOT Analysis Template

Use this analysis matrix to identify your internal and external risk factors, and create strategies to overcome them.

| Positives | Negatives |
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|  |  |  | **Internal** | |
| --- | --- | --- | --- | --- |
|  |  |  | **Strengths** | **Weaknesses** |
|  |  |  |  |  |
| **External** | **Opportunities** |  | **Opportunity-Strength (OS) Strategies**  Use the strengths to take advantage of opportunities  1.  2. | **Opportunity-Weakness (OW) Strategies**  Overcome weaknesses by taking advantage of opportunities  1.  2. |
| **Threats** |  | **Threat-Strength (TS) Strategies**  Use strengths to avoid threats  1.  2. | **Threat-Weakness (TW) Strategies**  Minimize weaknesses and avoid threats  1.  2. |