

**SWOT Canvas 2024 | Enterprise Residency**

**To be used with the Idea Canvas and Marketing Canvas**

To further refine your idea in a business context please refer to the Business Plan

**List up to 4 main competitors**

Use Google for some meticulous research into the individuals/ businesses that operate in the same space as you.

1.

2.

3.

4.

**Their strengths**

What are they really good at? You could refer to Trustpilot, forums, independent reviews

- and of course your own experiences and views.

**Their weaknesses**

Where could they improve? Look beyond any obvious bad stuff and try and find the smaller cracks also.

**Identifiable opportunities for your venture**

What opportunities can you see for yourself now and in the future as a result of the activities of your this competitor?

**Identifiable threats to your venture**

What threats to your idea can you see now and in the future because of this competitor?

**What about you?**

The most powerful tool you have at your disposal is you.

**Your strengths**

What are you really good at? Playing to your strengths is important.

**Your weaknesses**

What can you improve? Whether it’s confidence, organisation, overthinking or something else, you can always improve.

**Your opportunities**

What opportunities can you see for yourself now, or would like to have in the future?

**Your threats**

What do you consider to be a threat to your ability to develop your idea? This could be one of your weaknesses or something external.