

# Strengths

- Immediate help after tracking mood
- Combinations of different devices (earphones and tracker and case)
- Daily product, has a common design, doesn't look like an anxiety tool, but it is.
- We make a taboo topic openly discussable

# Weaknesses

- We have to reach our target audience in a specific way, which is hard because it's such a specific target audience, hard to talk about,...
- Our users have to use the tracker/bracelet in function to make our product succeed: not always convenient or fashionable
- Too many gadgets maybe? expensive?

## Mild

### SWOT analysis

- COVID-19 pandemic triggers 25% increase in prevalence of anxiety and depression worldwide
- Music and earphones are became very common used item in daily life

# Opportunities

- Anxiety is a topic no one likes to talk about/hard to talk about
- Highly technical product creates a high price

# Threats