**SWOT Analysis**

**Negative**

**Positive**

**External**

**factors**

**Internal**

**factors**

**S**

**W**

**O**

**T**

**Opportunities**

* Digital Expansion:   
  We have an opportunity to reach a much broader   
  (i.e., worldwide) audience.
* New Revenue Streams: We can create new digital and real-world product lines and set ourselves up for future growth and evolution.

**Threats**

* Security:   
  Not enough is known about cybersecurity   
  and the risks of hacking within the metaverse.
* Crime and Harassment:   
  It is difficult to enforce rules and laws in a digital space.
* growth and evolution.

**Strengths**

* Consumer Oriented:   
  We can sell digital-only products to customers all over the world.
* Business Oriented:   
  We can incorporate blockchain technology and accept all kinds of digital payments.

**Weaknesses**

* Infrastructure in Infancy:   
  There will be a substantial   
  number of growing pains.
* No Mentors or Experts:   
  Because the metaverse is new, there are no proven mentors or experts to help guide us.