**SWOT Analysis**

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.

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**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

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.

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.

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.