## SWOT Analysis

| STRENGTHS | OPPORTUNITIES |
|---|---|
| Ethical strength to source from recycled plastics | Garden pot market is healthy and growing by 2% a year |
| Making a positive impact on the ecosystem by diverging plastics from landfills | Low barriers to entry |
| Affordability - low cost of production, possible high profit margin | Sustainable and affordable, most sustainable options are often not affordable |
| Low risk as students studying, high reward | Potential to scale up into a larger recycling facility |
| Our team is very motivated and resourceful | Schools have a budget for 3D printing film and we could possibly sell it at a lowe |
| | The Olympia community is artistic and green |
| | Arts walk happens twice a year |
| | We plant a plant for every pot we sell |

| WEAKNESSES | THREATS |
|---|---|
| Lack of experience in some of these fields | Garden pot market is dominated with clay pots |
| Lack of equipment, capitol, and hook | Filabot sells machines for people to create 3D printing film at home with recycled |
| Do not have a long history working together | Berkley students creating 3D printing film from recycled printed plastics |
| Conflict with school about classifying using state resources for profit | International companies (Lancashire3D and PrintYourCity) are recycling plastics |
| Figuring out how to create a durable product that will not leach microplastics | |

Notes: Order strengths. Weaknesses, opportunities and threats in order of importance.

Be as precise as is possible.

Strengths and weaknesses are internal.

Opportunities and threats are both internal and external to the organization.