

Internal Analysis			
Consider your resources, resource utilization, proce	esses, compliance and past experiences		
STRENGTHS	WEAKNESSES		
S	W		
OPPORTUNITIES	THREATS		
External Analysis:			

COMPANY CONFIDENTIAL

Consider trends, market forces, customers, competitors, partners, the IP landscape and ecosystem,

(locally and internationally).



Company		
Date		

STRENGTHS	



WEAKNESSES	



Company	
Date	

OPPORTUNITIES		



5

IP SWOT FORM

Company	
Date	

THREATS	