Strengths

- people
- mission/vision
- outside perception, recognized brand, market leader
- organization
- cultural
- content
- technology
- financial - donations easy and reliable
- less reflection as an organization
- less communication

Weaknesses

- lack of structure (management not adapted)
- poor processes/delegation/decision making
- communication
- lack of trust
- unfocused direction, lack of planning or strategic vision
- finances, donor relationships
- divided opinions on board members
- lack of responsibility
- volunteers
- reflection of organization

Opportunities

- money
- Internet penetration (more users coming
- good will
- free culture movement success
- educational penetration
- global village
- support of free culture movement
- media and political interest
- content liberation
- technology
- hiring pool

Threats

- legal
- unmanaged growth
- fragmentation of the general organization
- financial stability
- competition
- internal communication
- Attrition rate