**[](https://www.smartsheet.com/try-it?trp=11542&utm_source=integrated-content&utm_campaign=/content/swot-templates-microsoft-word&utm_medium=Sample+Colorful+SWOT+Analysis+doc+11542&lpa=Sample+Colorful+SWOT+Analysis+doc+11542)SAMPLE COLORFUL SWOT   
MATRIX TEMPLATE**

Determine if an expansion into the metaverse is beneficial to our business.

* 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.
* 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.
* 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.

Start a trial and continue research. Look into advertising opportunities and virtual storefront costs. Meet with a metaverse rep about security and legal policies.

**SWOT MATRIX**

Goals

Evaluation and next steps

* Weakness One
* Threat One
* Strength One
* Opportunity One

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |