



# SWOT

Analysis for Bytus Project

## Strengths (S)

- 1. The project is based on the stable and reliable platform because it offers a user-friendly global product consisting of:
  - mobile application for contactless payments with instant conversion of any cryptocurrency into fiat money;
  - its own private blockchain for tracking intra-project transactions, which will make it possible not to lose the necessary information in a heap of a huge number of commonly used blockchains;
  - own Cryptobank, helping to carry out internal financial calculations;
  - Token to simplify the internal operation of transactions.
- 2. The Bytus project, better than the rest, is aimed at the end user; it is developed in terms of convenience, simplicity and clarity for the user, which makes him stand out better than other projects in the industry.
- 3. Compared with competitors, the Bytus project combines the simplicity and at the same time a high level of security and confidentiality of information.
- 4. Each employee of the project Bytus is highly qualified in the working role that he performs in the project. Constantly confirms, updates and supplements its knowledge in the field of the crypto industry (finance, development, development, etc.)
- 5. A valuable asset of the project are its employees and their knowledge.

SO

1. Each development stage is divided into smaller stages for the qualitative calculation of resources of resources.
2. Before starting work on each stage of the meeting and conversation with all project participants in order to coordinate financial issues, so that each team member arranges a remuneration for work and working conditions.
3. The professional level (qualification) of each employee must always be confirmed.
4. In order to avoid unforeseen care of people, you should always talk and find out what does not suit the employee, providing comfortable working conditions with decent wages.

1. The emergence of new competitors in the field of contactless mobile payments with instant conversion of cryptocurrency into fiat money may in some way reduce the interest in the Bytus project.

2. The speed of development of the project may decrease or even stop because of the cessation of investment.

3. Uncontrolled exit from the project of key employees may reduce the efficiency, speed and quality of work on the project.

4. The demand for the project may decrease due to the decline in interest in cryptocurrency and the industry as a whole.

5. The demand for project products may decrease due to the imposition of bans in the area of critical currencies at the legislative level of the government of the state.

## Threats (T)

- 6. Imperfection of the global crypto industry.

ST

1. Continuous monitoring of new emerging competitors in order to identify key goals for each and comparison with their own goals in the design.

2. Thorough miscalculation of foreign investments that are necessary for each stage of development. Putting money for force majeure situations in order to avoid stopping work for a long time.

1. The weakness of the technical resources may be the weakening moment of this project.

WT

1. Adequate investment with proper calculations will reduce the planned output of key employees out of the project.

2. Any imperfections in the global crypto industry can be adjusted due to thorough analytics and financial investments in technology and human resources.

2. The project has a cohesive team, but there may be force majeure exits of certain team members from project that do not always depend on the project itself.

3. Suspend or reduce the speed of development of the project can have financial issues (for example, for the introduction of the most new advanced technologies).

4. Inadequate staff qualifications.

5. Lack of time for quality tasks.

6. Internal force majeure with employees, place of work and so on.

7. Disclosure of internal secrets by employees and the transition to competitors.

## Weaknesses (W)

1. With proper calculation and distribution of foreign investments for technical resources, the project will relieve them of their insufficiency.

2. The possibility of transition to the competitors of their employees can be minimized due to the possibility of opening and developing in areas of interest to him within the project, while not putting strict restrictions on the employee. A personal approach to each employee should be used separately.

WO

4. Due to investments in the project, the project will be modernized and developed very rapidly, which will make it possible to reach a completely new level by introducing new and advanced technologies.

1. The project can be seen by large investors through well-thought-out marketing and development in general, which can significantly accelerate the development of the project.

2. The sphere of cryptocurrency is changing very rapidly, so any increase in the interest of market participants in a particular service or cryptocurrency will most favorably affect the increase in interest in the Bytus project.

3. Contactless payments in cryptocurrency will gain momentum in development in the coming years, respectively, interest in the Bytus project will only grow.

## Opportunities (O)