Folio Competitor SWOT Analysis

I. **Box:**
  ● General Summary: targeting the B2B space primarily in their marketing and call to action. Emphasis on content management (securing who can access what, how they can edit it), security, and team collaborations (as compared to share with your friends) makes that clear. Moreover, they offer industry-specific marketing and solutions, which include plugins to applications like Salesforce and industry applications.
  ● Strengths:
     ○ Offer a great selection of plugins and integrations with leading business services and applications, making this appear to have a low adoption/easy integration threshold with current business practices.
     ○ Huge share of industry use (64% of F100), clients like GE, Spotify, Uber
     ○ Strong mobile/device integration.
  ● Weaknesses
     ○ Their homepage/landing page is gimmicky and comes through disjointed or completely blank on less powerful Wifi connections in Chrome. Moreover, the sheer amount of movement on the site is disconcerting and may not appeal to their audience, who are primarily B2B customers/business leaders/procurement looking through their features
     ○ Do not emphasize their image sharing capabilities ("Box capture").
     ○ To do list function is/team management is offered but under-emphasized
  ● Opportunity
     ○ Do not have a robust consumer facing function (that's not a priority, clearly) but do have competitive pricing for small teams ($5 per teammate for 3-10 person teams)
  ● Threats
     ○ Large number of partnerships and integrations with other software platforms, would be hard for an up-and-comer to take them on.
     ○ Large number of industry specific certifications (compliance with financial regulations/security requests, healthcare and health information security, etc.)
II. Evernote: **https://evernote.com/**
  ● General summary: Very nice, easily used website which is largely to-the-point (the only pages really are the landing page and the plan pages--there's a blog and corporate information at the bottom--). They are a much more simple platform, primarily offering notes and content sharing.
     ● Strengths:
        ○ Consistent experience across devices
        ○ Simple to use
        ○ Easily categorized for multiple uses
        ○ Free option to use it
        ○ Great website (LV opinion)
     ● Weaknesses
        ○ Free plan syncs to only two devices
        ○ Main plans outlined are individual--business plans are $12/person.

- - - Don't offer folders--you tag notes into various categories
    - Don't emphasize security, an interesting choice for a company advertising to people in a professional environment
  - Opportunity:
    - Pricing is a little unclear/restrictive in way a consumers may not appreciate (two device limit)
    - Group pricing is harder to find
    - Were probably market leaders in this space, but as more competitors join (Google Keep) people are used to shopping around for these apps.
  - Threat:
    - They seem to be sitting best in the niche that Folio wants--primarily selling to selling to people to use as a tool for work, but don't necessarily purchase through their company (a personal tool). Their business/corporate plan is not as emphasized. They are established in this niche, and by honing on what they do best (notes and content sharing) they are creating a very consistent experience

Google Keep:
- Google's competitor to evernote--syncs to the users Google Account. Easy to make lists, drag pictures, share with collaborators (who have Google accounts) sync to phones. Free
  - Strengths:
    - Syncs to pre-existing google accounts, drive
    - Easy to share with others on google
    - Imports images easily
  - Weaknesses
    - Difficult to undo changes
    - Only offers two view modes
  - Opportunity
    - More limited interface--not really meant for large scale content sharing, more for notes and quick images
  - Threat
    - Very easy conversion for people with google accounts
    - Free to people with google accounts