



## Wild Child Brewing

### SWOT | Needs/Wants | Power Analysis Template

#### SWOT Analysis

#### Needs/Wants Analysis

##### Needs:

1. A leader in the beverage industry
2. Have relationships with at least 40% of North American breweries
3. \$3-5 million in advertising spend per year to co-market the Tapped Out app
4. The partner company has multiple professionals that understand mobile applications, making them better suited to sell
5. 5-year non-exclusive deal

##### Wants:

1. \$8-10 million in advertising spend per year for the Tapped Out app
2. Partner provides 8-10 hours of training for their sales reps
3. Sales reps earn higher commissions to sell Tapped Out over other partner products
4. 6-year non-exclusive deal
5. A potential partner organization with a global presence, increasing our chances to push Tapped Out globally



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#### Power Analysis

#### Tapped Out Mobile Application

##### Wild Child Perspective

Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Leverage a larger company's brand</li> <li>2. Increase profits by gaining customers for the app</li> <li>3. Increase subscribers for Tapped Out</li> <li>4. Improve customer experience by increasing the number of breweries listed on Tapped Out</li> <li>5. Expanding the geographic footprint of Tapped out by leveraging a larger company's reach</li> </ol>	<ol style="list-style-type: none"> <li>1. Reduced revenues by not tapping into a large company's customer base</li> <li>2. Increased costs by not leveraging the potential partners' brand resulting in increased advertising spend</li> <li>3. Losing subscribers by not increasing the geographical footprint of the app</li> <li>4. Slower growth for Tapped out by not leveraging larger brands</li> </ol>

##### Potential Partner Perspective

Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Increase profits by referring customers to the app</li> <li>2. Be viewed as an innovative company by leveraging Wild Child's Tapped Out solution to customers</li> <li>3. Improve customer experience by introducing them to the app</li> </ol>	<ol style="list-style-type: none"> <li>1. Competitors offer Tapped Out</li> <li>2. Reduced revenues because they're not offering the app to customers</li> <li>3. Potential partner customers aren't growing their brand awareness by leveraging the Tapped Out capabilities</li> </ol>