

Free Geek SWOT Analysis June 2013							
Strengths				Weaknesses			
Category	Sub Category	Data Element	Detail	Category	Sub Category	Data Element	Detail
Business	Brand	Credentials	Oregon e-cycle certification	Business	Brand	Credentials	Lack of certification due to heavy reliance on volunteers (R2, E-Steward)
Business	Brand	Image	1 stop shopping/recycling	Business	Brand	Name	Limited exposure in the media
Business	Brand	Name	Positive name recognition in the community, strong brand, sought by many organizations	Business	Brand	PrivacyProtection	Data security issues
Business	Brand	Privacy	Secure data area	Business	Brand	Reputation	lack of understanding on our services in parts of the community (ex: hard drive)
Business	Brand	Reputation	Recognized as a responsible recycler	Business	Building	Location	Short term lease on location
Business	Building	Location	Well-established and well known	Business	Development	Opportunities	Slow to move on opportunities/not sure when we decided on things (see Cliff Jones' document)
Business	Financial	CashPosition	Money in the bank	Business	Financial	Donations	unreliable components (relying on continued reliance on desktops (freeboxes, focus on that in Build), no longer profitable/desirable)
Business	Financial	Donations	Free source materials	Business	Financial	Status	Organization losing money (income statements show net loss)
Business	Financial	Status	Self-supporting nonprofit	Business	Financial	Status	Not proficient in standard non-profit income sources (grants, donations)
Business	Operations	Integration	Interconnected, all areas leverage the others	Business	Operations	Accountability	Challenges related to accountability, communications, and decision making
Business	Operations	Maturity	Established organization with established programs	Business	Operations	Efficiency	Inefficiencies of production compared to organizations with paid staff
Business	Sales	Electronics	Reliable, tested products	Business	Operations	Integration	Noninteracting infrastructure systems
Business	Service	Training	Job skills	Business	Operations	Space	Space usage issues -lacking of storage, online sales is scattered through the building, small receiving
Organizations	Community	Partnerships	City of PDX, PDX Youth Builders	Business	Organization	Limitations	internal structures not capable of trend analysis
Organizations	Community	Connections	Open source community	People	Community	Outreach	Lack of outreach from institutional/big
People	Labor	Workforce	Committed, diverse, passionate	People	Community	Vision	Conflicting visions of success
People	Volunteers	Board	Committed, diversity of experience, passionate	People	Labor	Workforce	Limited experience in areas (Mac computers, tech support)
People	Volunteers	Volunteer Pool	#, quality, diversity, highly technical, board, variety of experience that is also free labor	People	Labor	Workforce	No redundancy in key roles
				People	Labor	Workforce	Significant turn over in staff
				People	Volunteers	Board	Undersized Board (4 current members, should be 8 to 12)
				People	Volunteers	Volunteer Pool	Lack of training, supervision, feedback in the volunteer pool
Opportunities				Threats			
Category	Sub Category	Data Element	Detail	Category	Sub Category	Data Element	Detail
Business	Development	Donations	Untapped supply of valuable material (CGL, Apple, Handhelds)	Business	Brand	Credentials	Lack of certifications may cost high value donors
Business	Development	Donations	Expansion of drop off locations	Business	Building	Location	Gentrification of a neighbourhood/ cancelled lease
Business	Development	Donations	Flow of portable gadgets	Business	Financial	Commodities	Newer technologies have reduced money in raw materials (less gold in modern motherboards)
Business	Development	Education	Expanding education to beyond what has been offered (possible charging for classes?)	Business	Financial	Donations	Changing supply and demand in gizmos
Business	Development	Education	Expansion of education to other locations (off site)	Business	Financial	Markets	Commodities market is volatile
Business	Development	Grants	Grants	Business	Financial	Markets	Falling tech prices reduces demand for refurbished goods
Business	Development	Integration	Room to improve the sales pitch at the donor desk and sending people there after receiving	Business	Financial	Markets	Technology changes too fast for us to keep up (Wiping SDD)
Business	Development	Online Sales	Online sales	Business	Financial	Technology	Fluctuating prices of recycling materials
Business	Development	Retail	Expansion of retail location, speciality stores	Business	Legal	Requirements	Changing e-waste legislation and requirements
Business	Development	Technical Support	Revenue streams (charging more for tech support)	Business	Service	Training	Weakening option for learning because of shrinking technologies (ie: integrated tech)
Business	Financial	Space	Space reallocation/new space	Business	Vendors	Competition	Recycling robots making volunteers obsolete. (Business, Vendors, Competition)
Business	Management	Structure	New management and organizational structure	Organizations	Vendors	Competition	Increased competition amongst donation sites - competition for fresh materials
Business	Products	Donations	Constant, diverse supply of electronics (raw materials are not going away)	People	Labor	Workforce	Lose key personal with no backup
Business	Products	Open Source	Open source/Linux on the rise	People	Volunteers	Volunteer Pool	Workers comp issues with volunteers; is this payment for volunteer services?
Organizations	Community	Open Source	Open source popularity and strong community in Portland	Business	Vendors	Competition	Recycling robots making volunteers obsolete. (Business, Vendors, Competition)
Organizations	Community	Partnerships	Partnering with institutions	People	Volunteers	Volunteer Pool	Workers comp issues with volunteers; is this payment for volunteer services? (People, Volunteers, Volunteer Pool)
Organizations	Corporation	Sponsorship	Corporate sponsors	Business	Financial	Markets	Fluctuating prices of recycling materials (Business, Financial, Market)
Organizations	Vendors	Competition	Competition between recycling vendors				
People	Volunteers	Vision	Environmentally conscious community				
People	Volunteers	Volunteer Pool	High unemployment and tight job market - steady volunteers				
People	Volunteers	Volunteer	Many want to learn technical skills				