

The following SWOT analysis summarizes the project review under the Strengths, Weaknesses, Opportunities, and Threats we have so far.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Through the year, financially we were in a stable position as this project was fully funded by the APINIC Grant. • Partnered with the Sri Lanka Computer Emergency Readiness Team Coordination Centre (SL CERT CC) & ICT Agency of Sri Lanka (ICTA). With ICTA Sri Lanka, we are our works are on three folds. We directly engage with skill development, the ICTA Startup Ecosystem and we engage with the cybersecurity initiatives with the ICTA Sri Lanka. • We are partnered with ISACA Students Chapter in University of Colombo School of Computing to promote cybersecurity, bug bounty ecosystem and skill development for undergraduates. For this regard, we are co-organizing events, hackathons and podcast series. In addition, we are in the partnering stages with other student chapters in other universities as well. • Expansion of the number of skillful members who are contributing to executing the project. • Growth of the number of bug hunters who registered on the platform. • Got onboarded 07 organizations during the year. • National recognition as a bronze award winner at NBQSA awards 2022, under the best security solution of business services category. • Established and expanded social media networks to reach potential customers and secure hackers. • Collaboration with the youth society (Undergartuates) in Sri Lanka and marketed the Bug Zero brand name among the community. 	<ul style="list-style-type: none"> • All project team members from the ICT domain. Hence, we lack the expertise in other required areas which are important for the project like marketing, finance, etc. • Most of the project members are full-time researchers. Therefore, there had to be adjustments made to work on the researcher mindset to corporate and commercial setup.. • Business exposure is revolving around the same industries. • All of our team members are coming from technical/research background and dealing with corporate politics, ecosystem bureaucracy was new and still a learning curve.
Opportunities	Threats

<ul style="list-style-type: none">• Chance to move for government sector organizations to introduce this concept• Opportunity to connect the bug bounty platform with other security solutions created by the institution to provide a complete threat hunting package for the registered organizations.• Change and partnership we have to expand awareness sessions currently focused on undergraduate students to other marginalized communities in society such as high school students, counselors, etc.• As the platform is globally enabled, opportunity to expand the onboarding process for international organizations.	<ul style="list-style-type: none">• Still the bug bounty concept is not much popular in Sri Lanka as well as the south Asian region.• Organizations mistakenly understood the bug bounty concept as a normal pen testing process of an application.• Most of the higher management takes bug bounty as a threat to their position in their organizations.
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