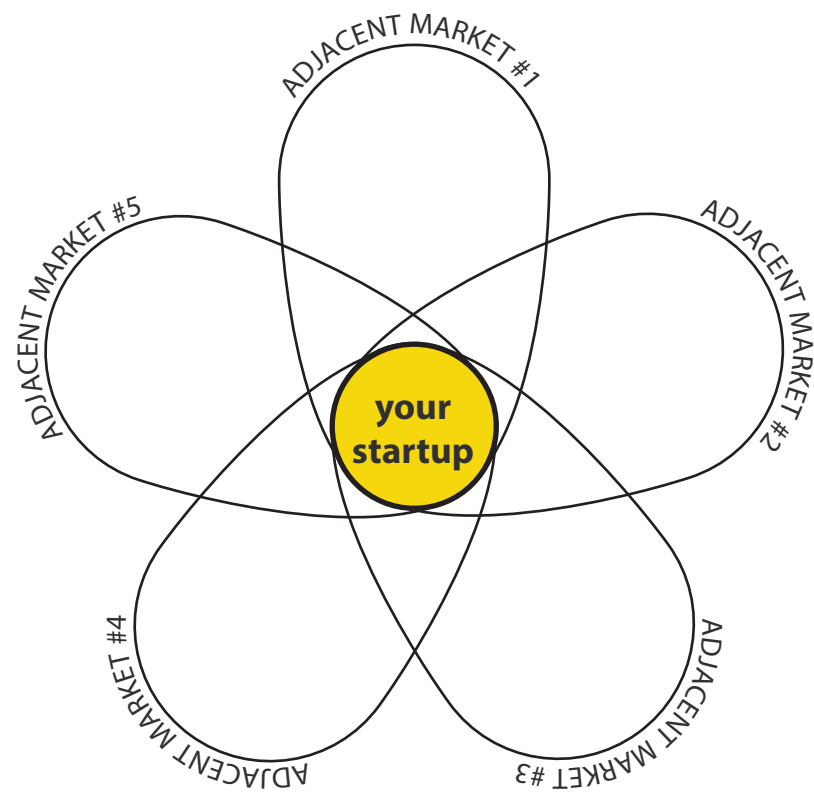


COMPETITIVE ANALYSIS MAP

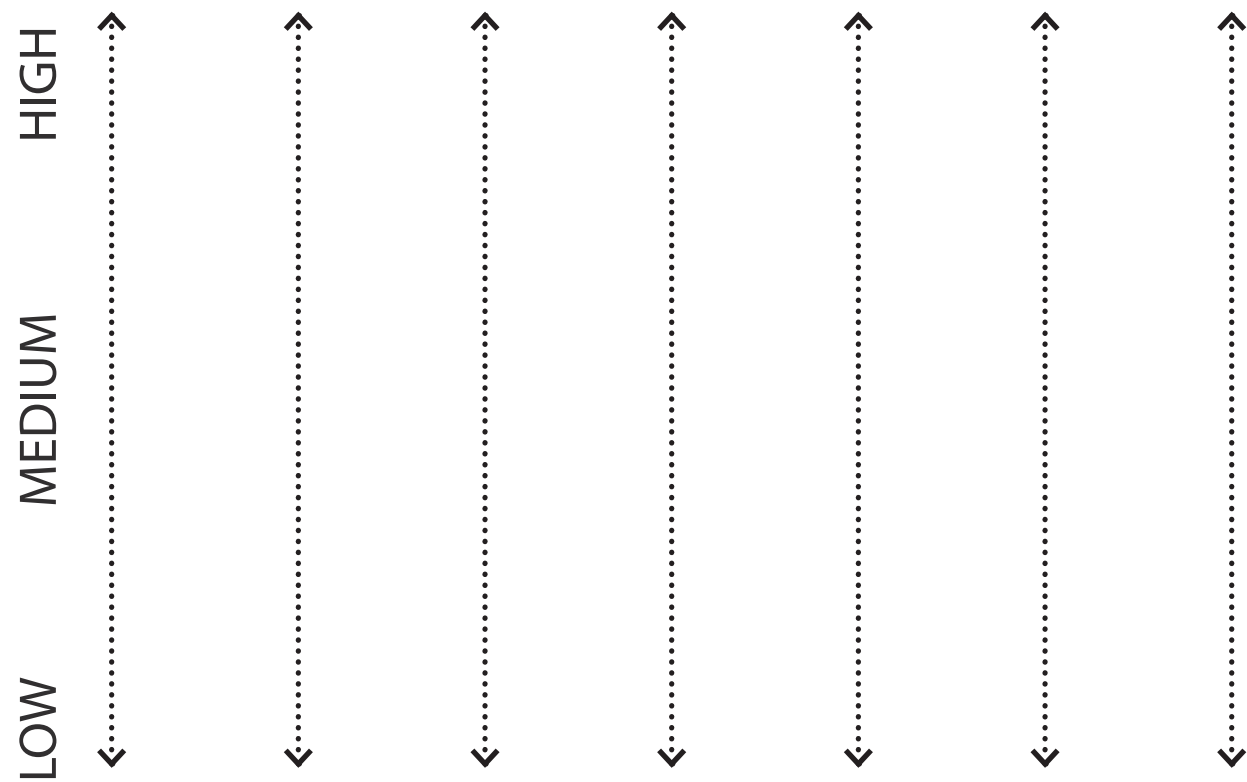
COMPETITOR IDENTIFICATION

Which markets are customers likely to come from? Who are the primary competitors in each adjacent market?



FACTORS OF VALUE CREATION

What are the critical factors of value creation competition within the adjacent markets have converged on? Consider product features, channels, customer relationships, revenue model, and pricing tactics. How much value does each competitor offer on each factor?



COMPETITIVE ADVANTAGE

What do you have that gives you an unfair advantage in creating, delivering and capturing value? What resources, capital, or activities do you possess or do you need to develop for your business to have that 'secret sauce'?

ADVANTAGE: ☆☆☆

PASSION: ☆☆☆

VALUE HYPOTHESIS

Consider whether the value offered by each competitor on the factor is *just right* for the customer, *too little*, or *too much*. When too much value is offered the investment in creating and delivering it has a negative return as it is not as valuable to the customer as the competitor believes. When too little the competitor is underdelivering on the the needs of the customer. Consider factors you could **match**, **raise**, **reduce**, or **eliminate** and **create** factors unrecognised by competitors for a unique differentiating proposition of value.

