COMPETITOR ANALYSIS FRAMEWORK
Understand your competition and position your startup

1. START
   DEFINE your problem
   HOW IS IT IMPORTANT TO YOU?
   AND WHAT IS THE CURRENT STATUS?
   NONCUSTOMER (DENIER OF AN INDUSTRY'S OFFERING)
   FORMER COMPETITOR (EMPLOYEE)
   POTENTIAL CUSTOMER

2. SET UP
   SET A AGENDA
   WHAT PROBLEMS DO YOU PLAN TO SOLVE?
   WHEN DO YOU PLAN TO COMPLETE THE ANALYSIS?
   IMPLEMENTATION
   WHAT IS THE CREATION HORIZON?
   ORGANISATIONAL
   WHAT IS THE TIMEFRAME OF THE ANALYSIS?
   INFORMATION SOURCES
   WHO WILL COLLECT THE DATA?

3. IDENTIFY
   LEAD USER
   WHAT DO YOU KNOW ABOUT YOUR TARGETED CUSTOMER?
   TYPICAL USER
   WHAT DO YOU KNOW ABOUT CUSTOMERS?

4. COLLECT
   COLLECT THE HIERARCHY
   WHAT INFORMATION ARE YOU COLLECTING?
   DISCOVERY
   WHAT INFORMATION ARE YOU DISCOVERING?
   INFORMATION COLLECTION METHODS
   WHAT INFORMATION ARE YOU COLLECTING THROUGH THIS METHOD?

5. PRESENT AND CAPTURE
   PRESENT THE INFORMATION
   WHAT IS THE SUMMARY?
   CAPTURE THE INFORMATION
   WHAT IS THE DETAIL?

6. SYNTHESIZE AND CONCLUDE
   SYNTHESIZE THE INFORMATION
   WHAT IS THE MAIN MESSAGE?
   CONCLUDE THE INFORMATION
   WHAT IS THE NEXT STEPS?