COMPETITOR ANALYSIS FRAMEWORK

Understand your competition and position your startup										
1. START - Write down your company statement to start your analysis.	2. SET UP Have a look at look at the framework as a whole and specify the parameters for your analysis.		3. IDENTIFY Use the information sources and collection groups of competitors. Think about companions the same technology, distribution channel, have the potential to) solve the same proble similar benefits. You can continue to add m		methods to identify your competitors/ nies in and outside your industry with production process, which (fried to' lem, satisfy the same need or provide nore competitors in the next step.	4. COLLECT		1. Determine what information to collect. Set up a database. 2. Start collecting the information using the determined sources and methods. **Topic Start** **Topic Start* **Topic Start		
FOR (customer segment)	TIME (Duration) -'	TIMEFRAME -'ġ́- When do you plan to perform the analysis?	HISTORICAL	CURRENT -'ô'- What does your customer buy, when your product doesn't exist? How does the customer solves the problem now (status quo)? What is the next best alternative for the customer? Which products perform the same function (substitute)?	POTENTIAL - - - - - - - - - - - - -	GENERAL INFORMATION Location Short description	VALUE PROPOSITION Customer Segments Serviced country Number	VALUE NETWORK ☐ Customer Relationships ☐ (Dedicated) Personal	VALUE ARCHITECTURE Key Activities Production Problem solving	VALUE FINANCE Cost Structure Fixed costs Variable costs
WHO HAS (customer problem)	FINANCIAL -'∳- What is your budget to carry out the analysis?	IMPLEMENTATION -'ġ'- How and where will you store the information (tools/software)?			管 Recommended: Interview competitor employee // Desk research of industry/technology reports	Number of employees History Key events Major transactions Market share	of customers Type of customers Value Proposition Problems solved Needs satisfied Cost reduction	assistance Self-Service Automated Services Communities Co-creation Channels	Network Key Resources Physical Technology Intellectual (brand patents,	Revenue Streams Revenue model, e.g. licence sales, subscription, retail, advertising Pricing model,
AND WANTS TO (customer need/reason to buy) OUR OFFERING (product name/brand)	INFORMATION SOURCES	ORGANIZATIONAL -'	DISTANT (low similarity)	DISTANT (low similarity)	DISTANT (low similarity)		☐ Design ☐ Performance, e.g. speed ☐ Price ☐ Reliability, e.g. breakdowns ☐ Usability ☐ Compatibility, e.g.	Key partnerships Key partners Key suppliers Other:	copyrights, data) Human, e.g. Top management Know-How, e.g. technology, industry Financial/Funding Marketing budget	e.g. differential pricing, billing unit (user, usage, workstation, entity) Other:
IS A (product category/market category/technology)	Noncustomer (denier of an industry's offering) Industry expert Investor Internet Databases Intelligence reports News blogs, forums, podcasts Special websites: homepage of competitor, comparison portals Search engines, keywords:	INFORMATION COLLECTION METHODS	CLOSE (high similarity)	CLOSE (high similarity)	CLOSE (high similarity)		operating system Customization Services, e.g. maintenenace, installation training, technical assistance Switching costs Data security Brand Image of company/product		☐ Sales budget ☐ Other:	
THAT PROVIDES (key benefits)	Team, family and friends Other:	Conferences and fairs Imitation of a customer Other:	YOUR STARTUP	YOUR STARTUP	YOUR STARTUP		Other:		ATANIA I	

ANALYSIS FOR

DATE

ITERATION

