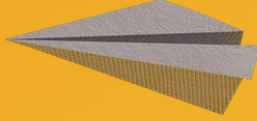




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The brand-new transformational journey for guiding a new generation of entrepreneurs

Competitive Advantage



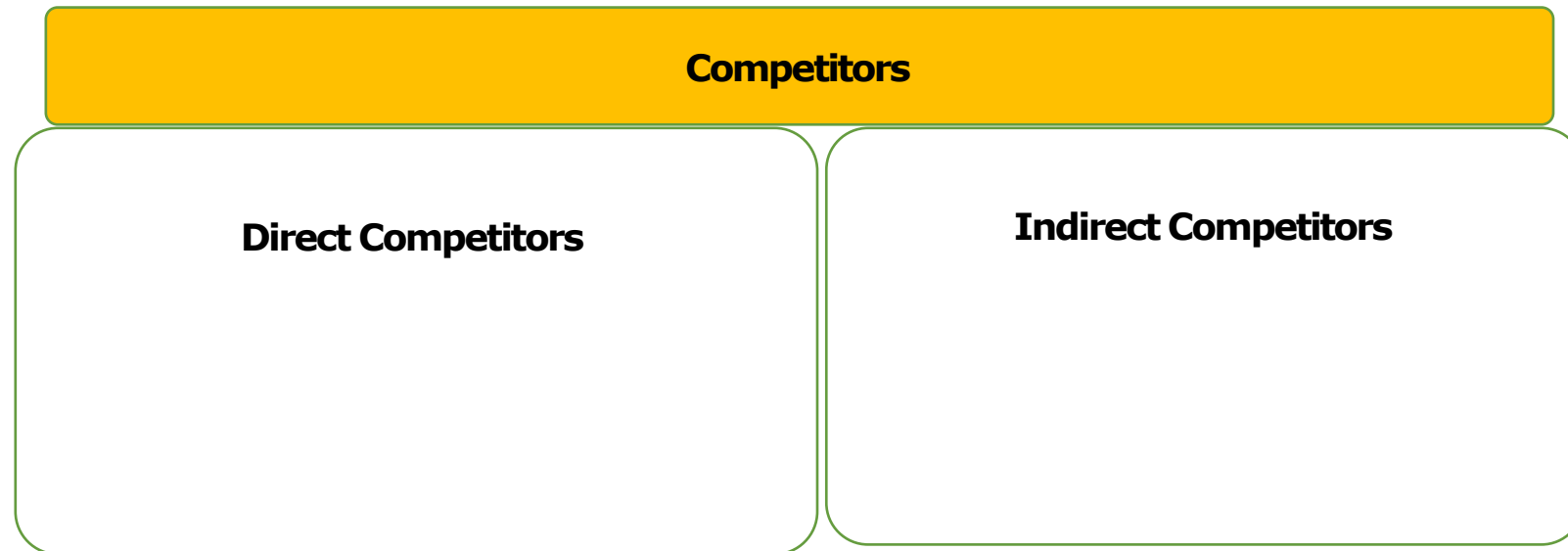
By the end of the week, you will be :

- Identify the market type for your venture
- Segment your customers and identify a niche market
- Create your customer persona

Steps:

1. Identify direct and indirect competitors
 2. Research and apprise your competition
 3. Conduct a Competition Analysis
 4. Identify your Competitive Advantage
-

Step 1: Competition Listing Template

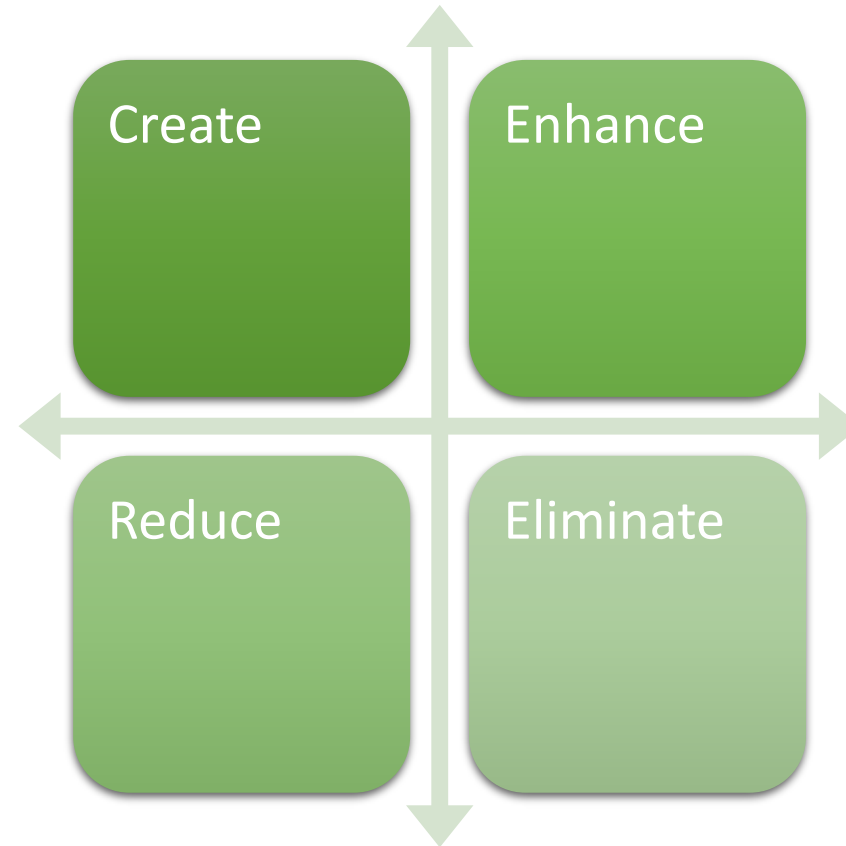


Competition Listing Template

Step 2: Competition Analysis Template

	C1 Direct	C2 Direct	C3 Direct	C4 Indirect	C5 Indirect	Your Venture
Product Benefits						
UVP						
Price						
Branding						
Market Review						

Step 3: Feature Ranking



Competition Listing Template

Step 4: Why would the Customer switch to my product?

- **Reason 1**

- **Reason 2**

- **Reason 3**



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