

## **Taproot Competitor/Collaborator Analysis Project**

### **Goals:**

1. Identification of potential partners
2. Proof of concept –why we are different and why we are needed. This will help drive funding
3. Identification of missing needs we can fill

### **What we want to know about competitors/collaborators?**

- What is the profile of our competitors? (products, services, geography etc.)
- What makes this competitor different from us and others?
- What are the objectives of our competitors?
- Is our service similar to what others are offering? How similar/different?
- What strategies are our competitors pursuing and how successful are these strategies?
- What are the strengths and weaknesses of our competitors?
- What threats does a competitor pose?
- How are our competitors likely to respond to any changes to the way we do business?
- Who is this competitors' audience? Do they focus on one segment?
- How do competitors spread awareness and attract people?
- When prospects/target market search for information in our category, what are they finding? How do they find competitors? Are there certain keywords that bring up the competition?
- Are there any types of content that are must haves?
- What is their business model?
- How much are they charging for similar services?
- How do they determine costs? Eg. Are some cost allocated to business development and a loss leader
- Do they partner or collaborate with others and if so, whom?
- Are they interested in collaborations?
- If NGO, do they have a sponsorship plan?
- Who do they consider their competition?
- What do they see as future needs in this market?