Competitive and Market Analysis for Product Managers

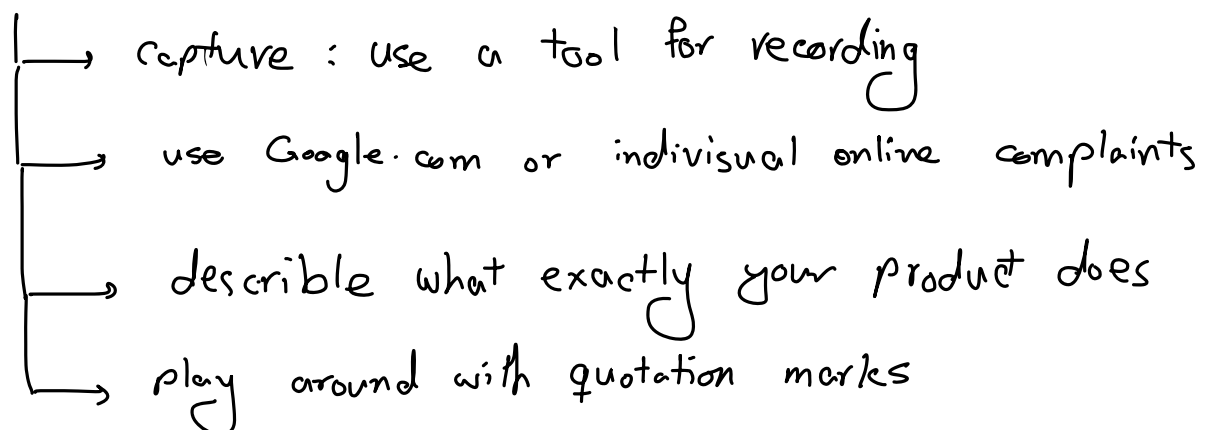## △ Sizing the market

- → top down
  - → find the total market, then estimate your share
- → bottom up
  - → find out sales of current products/trends
  - → better and more accurate than top-down
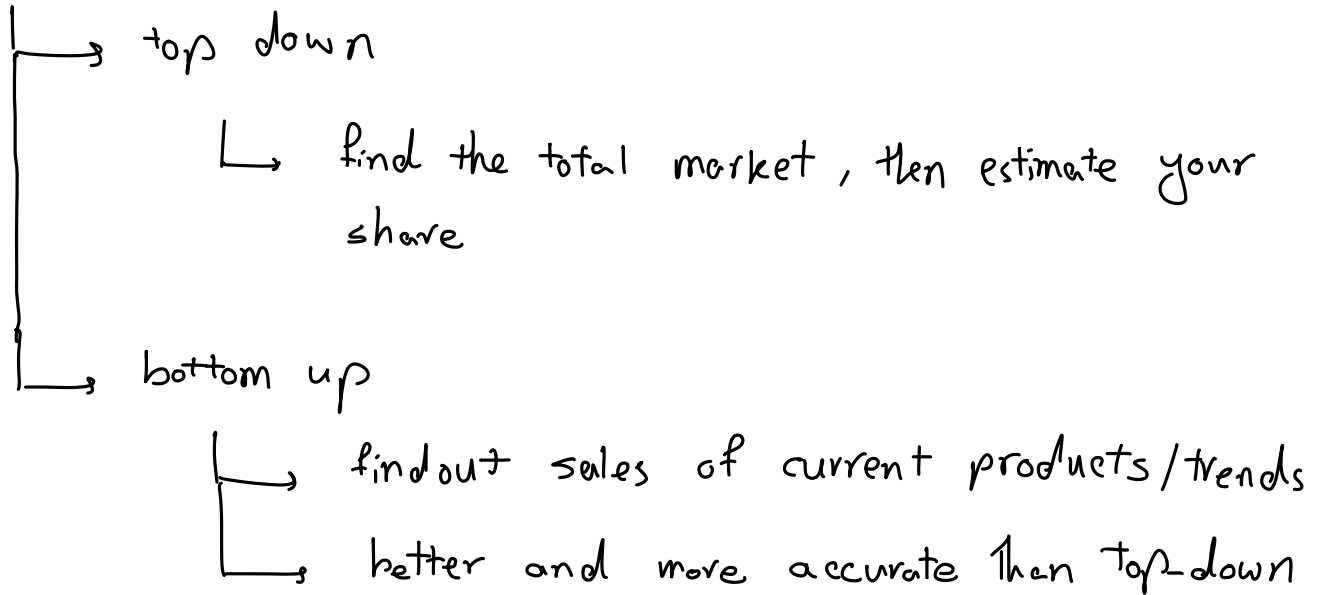
△ Feature triage : decide which feature/opportunity will

- → get you more users
- → make your users happy
- → enhance your brand

△ How to find competitors
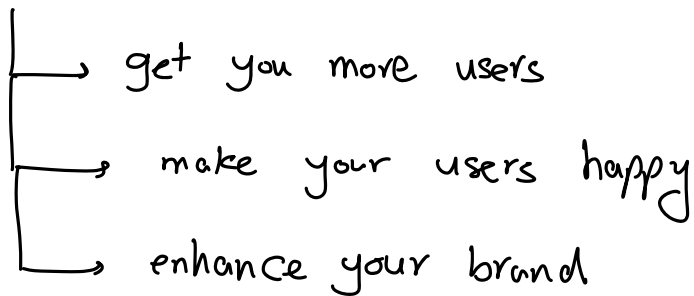
- → capture : use a tool for recording
- → use Google.com or indivisual online complaints
- → describe what exactly your product does
- → play around with quotation marks

⚠ types of competitors

- → direct ↝ the same target group
- → indirect ↝ solve the same problem but in different way
- → potential ↝ don't address same problem but for the same target
- → substitute ↝ the same core problem but completely different way

⚠ five criteria for understanding competitors

- → the product core
- → the size of their user base
- → design
- → brand
- → speed (how quickly they can build)

⚠ Monitoring competitors

- → funding
- → acquisitions
- → new features / product

crunchbase.com

feature table

#	Competitors
Dimentions	