

Competitive Analysis:

IAM

MARCH THIRTY-FIRST
2020

01.

Overview

02.

Through research and referencing documents we have compiled companies that have similar goals, product, services, and everything in-between. Through this we can outline topics we may want to pursue or avoid with our service!



Competitors

03.

✓ Vote 411

✓ Slidelizard



Analysis: Vote 411

Who are they?

Launched by the League of Women Voters Education Fund (LWVEF) in October of 2006, VOTE411.org is a "one-stop-shop" for election related information.

What do they do?

Vote 411 provides nonpartisan information to the public with both general and state-specific information

How do they do it?

The utilization of a web-based platform allows modern day access for important information every citizen needs to participate within the voting process.

Things We Do That They Don't

05.

Of some importance to users

Consistent Multi-Lingual System

Vote 411 offers external documents for languages other than Spanish and English, but the website, Vote 411, only has Spanish and English page translations.

Of moderate importance to users

Retention Rate

We provide a system that documents user progression and retention of content.

Of high importance to users

Ease of Access

Due to gamification of the service users will be able to access categorized information, & tests. Using games as a way of building familiarity.

Things We Do Better Than Them

Of some importance to users

Youth Engagement

Our Content is built on the idea that America's Youth is not learning important voting information.

Of moderate importance to users

Build For a New Generation

Vote 411 is built for an older millennial audience.

Of high importance to users

Be Unique

Though Vote 411 is a great resource for Voter Information it seems to lack personality.

Things We Do Equally Well

Of some importance
to users

Resourceful & Informative

A resource for educating people on
the voting process.

Geolocation

Vote 411 allows users to input
their residence to see upcoming
elections, voter information, and
the ability to see if you are registered
to vote!

Of moderate importance
to users

Accessible

Both systems provide multilingual
options as every voter is unique.

Of high importance
to users

Here to Educate

A Non-Partisan platform
that leaves any bias at the
front door.

Things They Do Better Than Us

Of some importance to users

Vote 411 has Built the Foundation for Voter Information

They already list important information! No need to make a copy and paste of another service.

Of moderate importance to users

Provides External Resources and Partnerships

Vote 411 covers the questions people may have before and after the voting process.

Of high importance to users

Categorizes Information by Interactive Map

Being able to Identify Information by State can be organized in many ways. Vote 411 Organizes the content in a more Visually Familiar image (the map of the United States).

Things They Do Better Than Us

09.

Of some importance
to users

A Place to Check Voting Status

Offers Election Information like Registering to Vote and to verify that you are registered to vote in upcoming elections.

Of moderate importance
to users

Cross Networking

Connects service with Social Media. Social Networking is as important as the service itself. Engaging with youth audiences you must use social media.

Of high importance
to users

Utilizes Local and State Sponsors

Vote 411 has State and Organization Partnerships. Partnerships build trust especially on a local level.



Analysis:

Slidelizard

Who are they?

Slidelizard looks at creating Success through Presentations.

What do they do?

Provides leading analytical software plug-ins for existing programs like Microsoft Presentations.

How do they do it?

Through online sales and in-person showings Slidelizard implements interactive, memorable experiences within an ordinarily boring facet of the business world, which is presenting!

11.

Things We Do That They Don't

Of some importance to users

Create Lasting Impact

We are not looking at making a quick buck. Our platform is meant to help improve the wellbeing of soon to be and current voters!

Of moderate importance to users

Lives Outside the Classroom

Our service provides information outside of the classroom environment. Not everyone has access to such software and a community to practice and to participate within the voting process.

Of high importance to users

Highly Interactive Experience

Our service is a highly interactive game with natural progression based on the information Retention within the application!

Things We Do Better Than Them

12.

Of some importance to users

Interacting with Youth Outside the Classroom

Young Adults are constantly finding new ways to learn outside the classroom. This can be due to many factors, but for many, students seek information online.

Of moderate importance to users

Accessible

Our service is accessible in the sense that we are not an enterprise. Our service is meant for individuals not company marketing tools.

Of high importance to users

Engaging Content for the Modern Era

For many of us classroom tools seemed a little out of touch. Modernizing and making the voting process a bit more cool than a Presentation Plug-in.

Things We Do Equally Well

13.

Of some importance
to users

Engaging the Audience

Slidelizard makes presenting more engaging through voting! As we are making consuming voter information digestible for youth audiences!

Of moderate importance
to users

Making Education Interactive

Provides a way of making the voting process engaging. When it's not being used as a tool for learning it can help improve the overall wellbeing of voters across the U.S.

Of high importance
to users

Hands On Approach

We both have goals in an educational standpoint. Hands on education tools allowing the user to engage with the content presented.

14.

Things They Do Better Than Us

Of some importance to users

Making Dated Software a Little Relevant

Solution based platform for a specific job. Recording, storing, and conducting live voting through presentations.

Of moderate importance to users

Great for Specific Business Eco-Systems

Implements the service within teleconference software as well. This we can see helps companies that utilize presentation to seamlessly present work.

Of high importance to users

Business Implementation

They have a market cornered. They have done their research and have found an engaging way to make PowerPoints engaging.

Things They Do That We Don't

15.

Of some importance to users

It's Okay to Use Your Phone in Class

Provides a solution for in class interaction, seamless powerpoint integrations, and seems to be more of a solution on how to keep people engaged during presentations.

Of moderate importance to users

Built a System for Voting through Mobile Devices

Slidelizard's purpose is to provide interactive, hands on experience with voting as a tool. Forming Familiarities through the actual voting process, analyzing data, and recording data.

Of high importance to users

Interaction in a Physical Environment

On the other hand slidelizard is a service being used within the classroom environment. Users are able to participate in the voting process, view results, store results, implement voting within presentations.