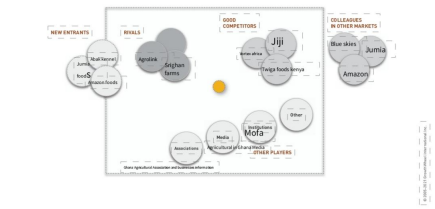


## Market Space

Insights from the players in the market



### About this Framework

The Framework "Market Space" pictures the key players in the field or in the market.

The rivals are the direct competitors of the company. The new entrants are players who are not yet in the market, but might be future risks. The good competitors are not rivals and might even be an advantage to the company. Just as colleagues in other markets are not direct competitors, but rather organizations you can learn from. Other players, like organizations, institutions, and media, might also influence the market.

A key point of this Framework is that you can make even more of your business concept if you fully understand all the players in the field. Also, you should be aware of the good competitors as they might help educate the market or help distinguish you from themselves and make your characteristics stand out. Also, you might build valuable partnerships with the good competitors.

### Topics for Discussion

- Who are the players in your field?
- Does your company have good competitors?
- Is there something to learn from colleagues in other fields?
- Are there other players who might strengthen your company's position in the market?
- Should you be particularly aware of some specific players in the market?

### Decisions for the Agenda

#### 1. Mapping of Key Competitors

Decision on competitors to monitor, battle, or partner with.

#### 2. Barriers for New Entry

Decision on ways to create barriers for new or existing competitors to gain market share.

#### 3. Mapping Key Stakeholders

Decision on stakeholders to keep informed, collect information from, or partner with.

### Related Decision Sheets

- Market Space - V5.1a
- Market Player Information - P5.02
- Market Information - P5.03
- Transcripting - P5.04

### Related Articles