# Step 11: Chart Your Competitive Position

## Worksheet

Now apply the same framework to your new venture and tie back to Step 10, Define Your Core, in the final question.

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| Chart Your Competitive Position (Editable version of this graphic is in additional Powerpoint document) |
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| ***Where are you positioned relative to your competition, including the “do nothing” option? Are you in the upper-right corner? If not, why do you think that is? If other competitors are close to you on the chart, why?***  **Tourmate is in the upper-right corner. This corner represents the highest customer value and strongest ability to deliver. The “Do Nothing” option is bottom-left, fragmented, apps like TripAdvisor offers basic info but is impersonal and ad-heavy, low differentiation, nomad forums or communities like Reddit is rich in insights but not integrated or action-oriented and workspace or event tools help with one aspect but not the travel experience holistically. In conclude, Tourmate stands apart because it delivers personalized, end-to-end support with a big leap in value and experience.** |
| ***What about your Core enables you to deliver so much more value that you are in the upper-right corner and your competitors are not? Explain precisely and make the linkage clear.***  Our **Core that enable to deliver so much value are the Differentiated Insight where Tourmate deeply understand the modern digital nomad’s struggle, the Unique Approach where Tourmate offers a blend of AI, community and offline utility, which are something that anyone else is combining effectively and the Strong Capabilities where Tourmate have the ability to deliver this at scale through automation, learning and feedback.**  **Our Core gives us unfair advantages on AI personalizes and speeds up planning so it saves time which is Priority 1, on Offline and Local Insights that enhances immersion which is Priority 2, on All-in-One Platform that reduces tool switching and stress and on Improvement Over Time where Tourmate will grows with the user and gets smarter.**  **In conclusion, Tourmate is not just another travel app but it is a smarter travel companion and it is deeply aligned with nomad priorities as a result to be pushed to the top right while others stay clustered in mid or lower zones.** |