



# Competitive Intelligence

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I'm developing a SaaS product that helps restaurants directly sell to their consumers through branded websites and mobile apps without going to a marketplace. We are serving the US market for now. We help users build a personalized website with their branding, customize the menu, launch a white-labelled mobile app & run loyalty deals. Our unique value prop is that we auto-suggest seasonal push notification and email campaigns. Can you write a competitive intelligence report comparing us to other players that I can share in an investor brief?



Competitors:

1. OpenTable - OpenTable is a popular restaurant reservation platform that also offers a website and mobile app building service for restaurants. However, OpenTable's focus is primarily on reservations and does not offer the same level of customization and marketing automation options as your product.
2. Yelp - Yelp is a popular review and discovery platform for local businesses. They also offer an e-commerce solution for restaurants, but it is more limited in terms of customization and marketing automation options as compared to your product.
3. GrubHub - GrubHub is a popular online food ordering and delivery platform. They also offer a website and mobile app building service for restaurants, but it is more focused on food ordering and delivery, and does not offer the same level of customization and marketing automation options as your product.
4. Square - Square is a popular point-of-sale and payments platform for small businesses. They also offer a website and mobile app building service for restaurants, but it is more focused on payments and does not offer the same level of customization and marketing automation options as your product.

Unique Value Proposition:

- Your product's unique value proposition is the auto-suggestion of seasonal push notifications and email campaigns. These features help to increase customer engagement and drive sales for the restaurants.