



POSITIONING

8. Competitive Intelligence Summaries

I'm developing a **SaaS product** that helps **restaurants directly sell to their consumers through branded websites & 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 & email campaigns.**

Can you write a competitive intelligence report comparing us to other players that I can share in an investor brief?