

Onboarding Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness	Customer Reviews	General Notes	Questions/Notes to Team
DIRECT COMPETITORS							
U.S. Small Business Administration	Offers small businesses funding programs as well as lerning platforms related to opening a small business.	Government funded and has a trustworthy website.	Has the most navigable website layout. Is the only website to provide a Spanish translation.	Translation button can go unnoticed.			How can we make our users comfortable with trusting local (perhaps less reputable) organizations?
calOSBA	Offers frants and incentives for those looking to open up a small business.	Government funded and has programs to learn.	Easier to use and is perceived as more reputable	Has the least appealing and navigable website. Website's default is English and there is no way of changning that without a third party tool.			
Invest Atlanta	Offers a wide range of used or new books	Is not government funded which could be an advantage to some as well.	Extremely navigable website with options to buy different editions of used books.	Delivery of books take up to little over a week. Users may not know how used a book their ordering actually is. Website's default is English and there is no way of changning that without a third party tool.	reviews talk about how great the website is, providing those who do not have bookstores/libraries near them a place to find books of their interest.		
INDIRECT COMPETITORS							
Youtube	Offers an extremely wide range of videos that can help provide tips to small business owners as well as translation classes from virtually any language.	Is very versatile and reputable. Has a stronger community and one can find infomraiton surrounding anything anywhere on the website.	All videos are completely free.	Ads can become painpoints in the users' learning. Sometimes online learning cannot compare to in person learning.	Comments on youtube videos can help the user know if this video is he;pful to others in the same situation.		
Udemy	Offers a wide mixed range of free and paid courses surrounding business and opening a small one. Also has classes surrounding data input and English classes as well.	Is more reputable and has a a strong structure to its learning programs.	Allows people to rate and review books so others can decide on whether or not they would like to read it. Allows readers to find people with the same interests as them. Allows people to make group discussion on any book.	Sometimes online learning cannot compare to in person learning.			