

Criteria	My Product	Competitor #1	Competitor #2
	AiCo	Ares Alpha	Airsoft Tournament
Functionality			
Reservations	Yes	Yes	Yes
Matchmaking	Yes	Yes	Yes
Leaderboard	Yes	Yes	Yes
In-game progress track	Yes	Yes	Yes
Ammunition track	Yes	No	No
Content			
Compass	Yes	Yes	Yes
Map	Yes	Yes	Yes
GPS	No	Yes	Yes
Communication	Yes	Yes but limited	No
Usability			
Mobile	Yes	Yes	Yes
Voice	Yes	No	No
Smartwatch	Yes	No	No
Other			
Price	Free	Free	Free
Business help	Yes	No	No
Tournament history	Yes	Yes	No
Referee mode	No	No	Yes
Level up in rank	No	Yes	No
Made by me	Yes	No	No