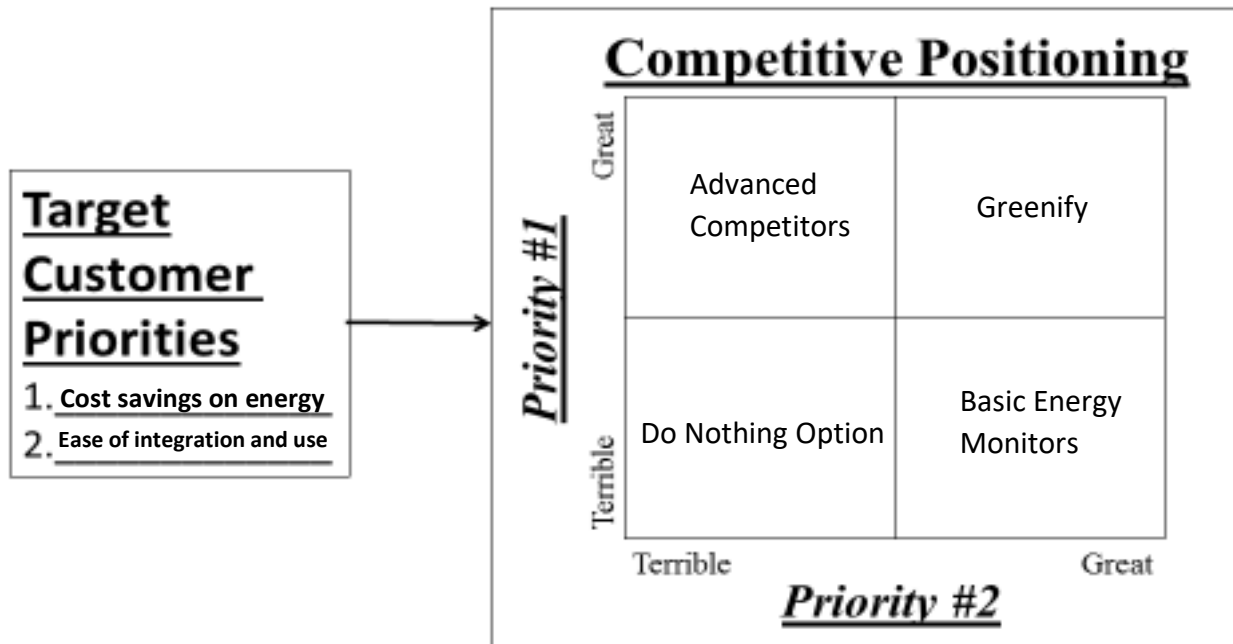


Step 11: Chart Your Competitive Position

Worksheet

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

Chart Your Competitive Position



A = Do Nothing Option C = Advanced Competitors
B = Basic Energy Monitors D = Greenify



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?

Greenify is positioned towards the upper-right corner of the chart, indicating a high value and differentiation relative to competitors. This positioning reflects Greenify's strong focus on integrating advanced energy management technology with user-friendly interfaces. Compared to doing nothing, Greenify offers significant savings on energy costs and an increased sense of control over home energy use, which is a compelling argument for homeowners concerned about costs and environmental impact. If competitors are close on the chart, it is likely due to their also incorporating smart technology into home energy solutions. However, Greenify differentiates itself through its proprietary algorithms and strong customer insights, which provide more tailored energy management solutions than competitors.

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.

Proprietary Energy Management Software: Greenify's core advantage lies in its advanced software that not only monitors but also predicts and optimizes home energy usage based on user behavior and preferences. This enables more efficient energy use and greater cost savings, setting it apart from competitors who may offer more basic monitoring tools. **Exclusive Data Analytics and Customer Insights:** The data-driven approach allows Greenify to continuously improve its offerings based on real-world usage data. This capability is not only a selling point but also a barrier for competitors, as it requires extensive data collection and analysis to replicate. **Strong Industry Partnerships:** By collaborating closely with homebuilders and real estate developers, Greenify ensures that its solutions are integrated into homes from the construction phase, which can often be more effective than retrofitting existing homes. This early integration is a unique approach that many competitors do not have. **Brand Reputation:** As a leader in sustainable home technology, Greenify's brand is associated with innovation and responsibility towards the environment, which appeals to a growing segment of eco-conscious consumers.