

SMALL BUSINESS COMPETITIVE ANALYSIS

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	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
SUMMARY describe what you already know about your competitors			

Now do the research to add more detail to the following attributes.

TARGET CUSTOMERS		Interested in Science and Education Mostly between 18 - 44 https://www.similarweb.com/website/forestapp.cc/#demographics
PRODUCT OR SERVICE PRICING		Basic version is free with ads. Subscriptions or one-time purchase for Pro version available.
GENERAL MARKETING STRATEGY		Simple engaging product that offers gamification of use of time and social incentives with real-world environmental impact.
ONLINE MARKETING STRATEGY		Word of mouth and virtual rewards https://medium.com/@heiko.damasko_86475/how-did-the-forest-app-do-it-673a5976f7b
STRENGTHS		Impactful Simple engaging design/brand Gamification/useable
WEAKNESSES		Paid tier might limit adoption Almost 50% bounce rate https://www.similarweb.com/website/forestapp.cc/#traffic
COMPETITIVE ADVANTAGE		Ours is free. Plants trees locally (more tangible benefit? less CO2eq?) Doesn't require an account or virtual currency to plant trees. Ours is simple and effective.

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