

Relevant Criteria	Your Solution	Competitor 1	Competitor 2	Competitor 3
Company Products & Services	Ghumelu Navigation platform focusing on small business enterprises or owners	Waze Navigation Platform focusing drivers.	Google Map 1. Navigation Platform focusing large scale business enterprises. 2. Focusing more on urban areas	Map My India Navigation  Platform focusing PSU's
Business Model	B2B2C	B2C	B2B2C	B2G
Target Market	Smartphone Users Unorganized Businesses Owners	Vehicle Owners	Larger Scale enterprise users; Organized Business Enterprises	Larger Scale enterprise users; Organized Business Enterprises
Market Share, %	63,388,000 registered unorganized business users in India alone. If we consider Indian Geographical Space, it is equivalent to 80%	As a whole not more than 10% in Unorganized Sector		
Competitive Advantage	1. We are covering last mile of any region; 2. Providing access to navigations even in case of zero connectivity. 3. Supporting local to have a passive source of income. 4. Accuracy	Since concept of ghumelu is new; so no direct or indirect competition in this segment.		