|  |  |
| --- | --- |
| CONTENDERS | A blue text on a white background  Description automatically generated    LEADERS |
| A close up of a logo  Description automatically generated  A blue and black logo  Description automatically generated  LAGGARDS | CHALLENGERS |

Low

No. of Features

High

Low

Use of AI

High

|  |  |
| --- | --- |
| CONTENDERS | A blue text on a white background  Description automatically generated  LEADERS |
| A blue and white logo  Description automatically generated  LAGGARDS | A blue and black logo  Description automatically generated  CHALLENGERS |

Low

High

Low

Geographic Presence

User Experience

High

|  |  |
| --- | --- |
| CONTENDERS | A blue text on a white background  Description automatically generated  LEADERS |
| A blue and white logo  Description automatically generated  LAGGARDS | A blue and black logo  Description automatically generated  CHALLENGERS |

Low

No. Of Customers

High

Low

Online Presence

High

|  |  |
| --- | --- |
| CONTENDERS | LEADERS |
| A blue and black logo  Description automatically generated  A blue and white logo  Description automatically generated  LAGGARDS | CHALLENGERS |

Low

High

Low

Customer Acquisition

Funding Secured

High