

Introduction to finding competitors



LECTURE
SUMMARY

Covered in this lecture:

What you need to know before
starting to search for competitors

Taught by:



- ▶ You need to know how to collect information on your competitor and make a judgement on what that means for your product
- ▶ If you go into a market with a lot of competitors, you need to analyze them before tackling that opportunity
- ▶ If you go into a market that seems to have no competitors, you have to know what is the reason for that - there might be no customer demand, or maybe you actually have a brilliant idea
- As a product manager, you are in charge of feature triage

- The features you choose to build have to:
 - get you more users
 - make your users happy
 - enhance your brand
- ▶ You can't make decisions until you know what your competitors look like, what they are doing, and what they currently offer

See you next lecture!