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MotoGuardian Competitive Analysis

SWOT Analysis:






Strengths <ul style="list-style-type: none"> Integration with Web Application to track data and safety Lower projected price point Combined anti-theft and crash detection systems Anti-theft system protects customer accessories and not just their vehicles 	Opportunities <ul style="list-style-type: none"> Positive customer feedback Capitalize on growing IoT Device market Competitor products seen as ineffective and expensive Clear need for product to address both motorcycle theft and rider safety
Weaknesses <ul style="list-style-type: none"> Unknown brand compared to competitors Smaller, relatively inexperienced team Weak product power design Lack of funding 	Threats <ul style="list-style-type: none"> Competitor brand strength Lack of intellectual property protection Poor economy of scale – competitor with funds can replicate our product

Competitive Matrix:

	MotoGuardian	Scorpio Ride Core	BikerSOS	RealRider
Price	\$200-\$300 + Pay-As-You-Go	\$375 + \$10.95/mo	\$50/yr	£3.99/mo
Web/Phone App	Yes. Communicates with cloud and motorcycle mounted device	Yes. Communicates with cloud and motorcycle mounted device	Yes. Only app. Uses phone hardware	Yes. Only app. Uses phone hardware
Crash Detection	Yes	No	Yes	Yes
Automated Emergency Services Request	Yes	No	Yes	Yes

Anti-Theft Alerts	Yes. Modules in accessories to protect both vehicle and accessories.	Yes. Includes proximity sensor to possibly protect accessories. Customer complaints that its oversensitive	No	No
Anti-Theft Tracking	Yes	Yes	No	No
Dedicated Battery	Yes	No	No	No
Performance Analytics	Yes	Yes	Yes	Yes
Customer Satisfaction	TBD	Mixed reviews. Broken Android app for 6 mos. Set up through unit not through web app.	Unknown. App isn't very popularity.	Good in locations where available.
Location	US	US	Alert in the EU, Switzerland, Lichtenstein, USA, Canada and Australia	UK, Canada
Promotion				

Web App Image:

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Price	\$200-\$300 + Pay-As-You-Go	\$375 + \$10.95/mo	\$50/yr	£3.99/mo
Web/Phone App				
Motorcycle Mounted Hardware				
Crash Detection				
Automated Emergency Services Request				
Anti-Theft Alerts				
Anti-Theft Tracking				
Performance Analytics				
Location	US	US	EU, Switzerland, Lichtenstein, USA, Canada, Australia	UK, Canada