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**MotoGuardian Competitive Analysis**

**SWOT Analysis:**

|  |  |
| --- | --- |
| **Strengths**   * 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**   * 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**   * Unknown brand compared to competitors * Smaller, relatively inexperienced team * Weak product power design * **Lack of funding** | **Threats**   * 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:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **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** |  |  |  |  |
| **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 |