



Competition Map

List All serious Competitors

Missing one that investor can name
is a BAD thing.

Understand Substitutes and Compliments

Remember Microeconomics 101?

Meet Substitutes

1. Do nothing
2. Use old solution
3. Eliminate underlying need/reason
4. Improvise a DIY solution
5. Use direct competitor
6. Hire someone

List Competitors and Substitutes

- Dump and sort substitutes
- Use research tools to list competitors
- Map on a 2x2 matrix as shown
- If you have 3 or more dimensions, prepare two 2x2 matrices

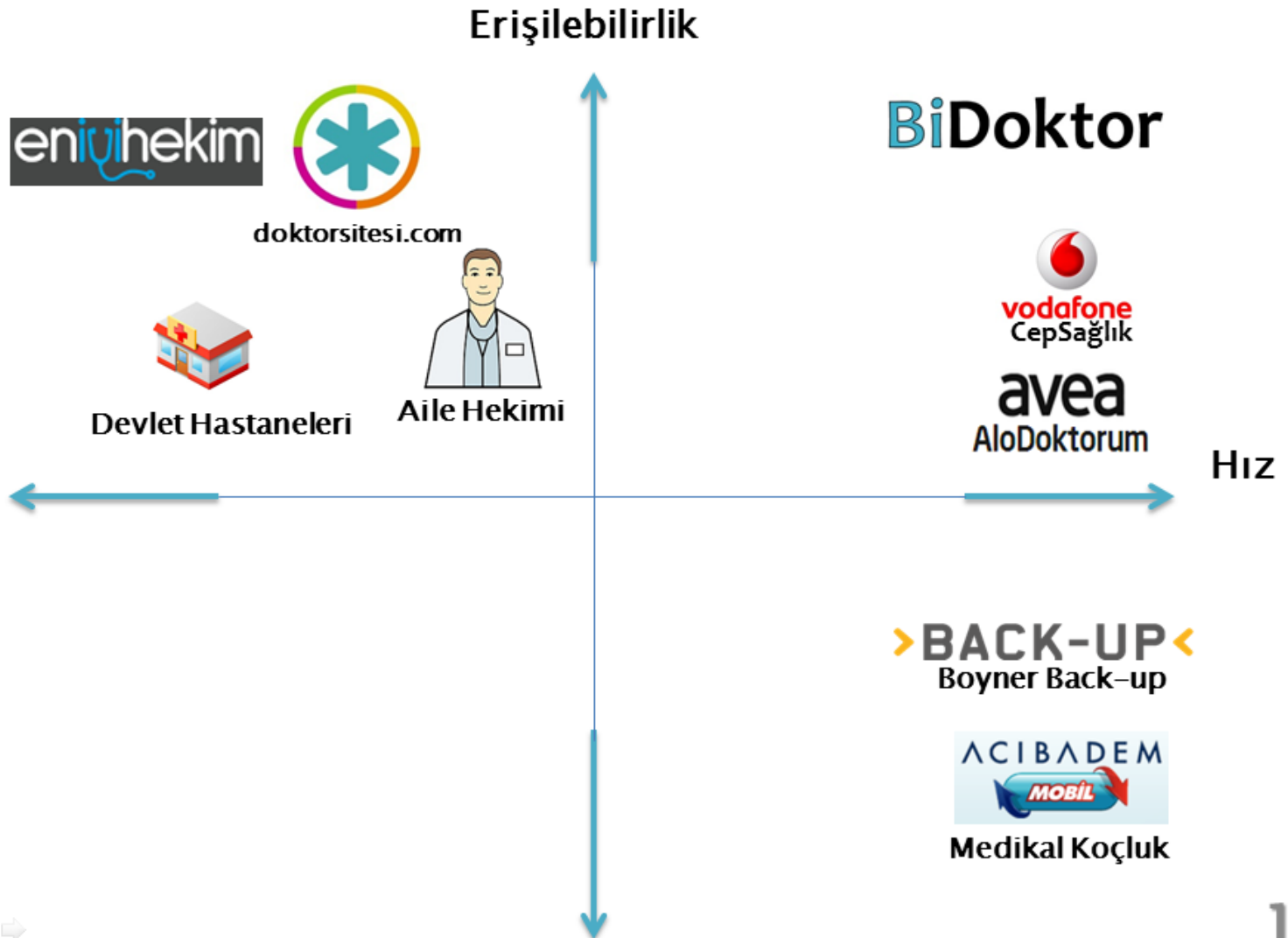
do it

Research Tools

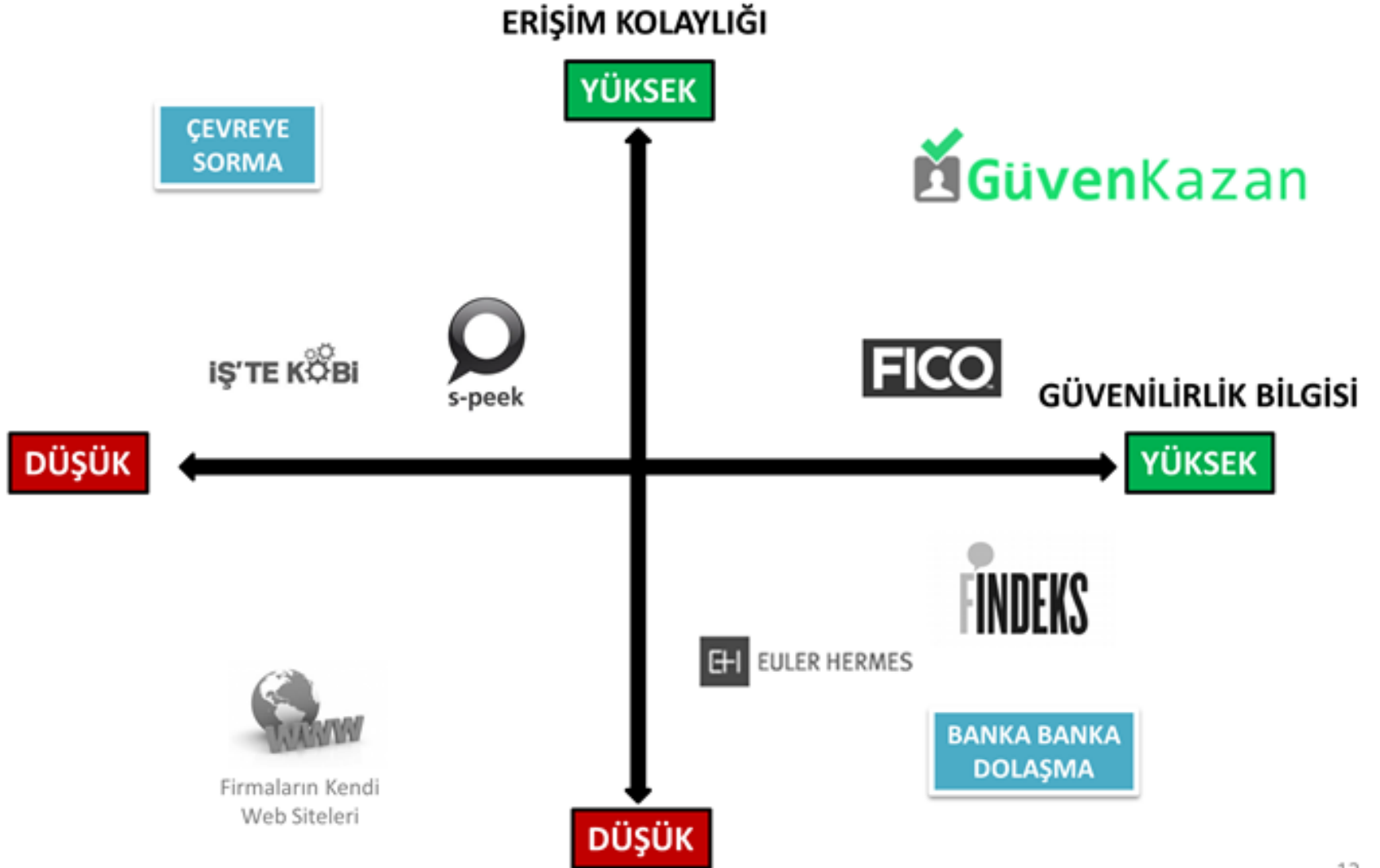
- Google
- Angel List
- Product Hunt
- SpyFu
- Crunch Base
- Quora
- Venture Beat
- Alexa
- HN
- alternativeto.net

Use SpyFu, Venture
Beat, Quora, Alexa, HN
alternativeto.net,
Crunch Base, Angel List,
Product Hunt

BiDoktor Rakiplerinden Daha Erişilebilir, Daha Hızlı



Rakip Analizi



Use the performance dimensions in your UVP

If you have 3 competing dimensions, sort them by importance to HRB, start with top 2

Pick one specific
dangerous competitor,
research in detail

When and where is it founded,
founder profile, funding, employees

Choose your competitors
carefully as **you will become a
lot like them**



Larry Ellison



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