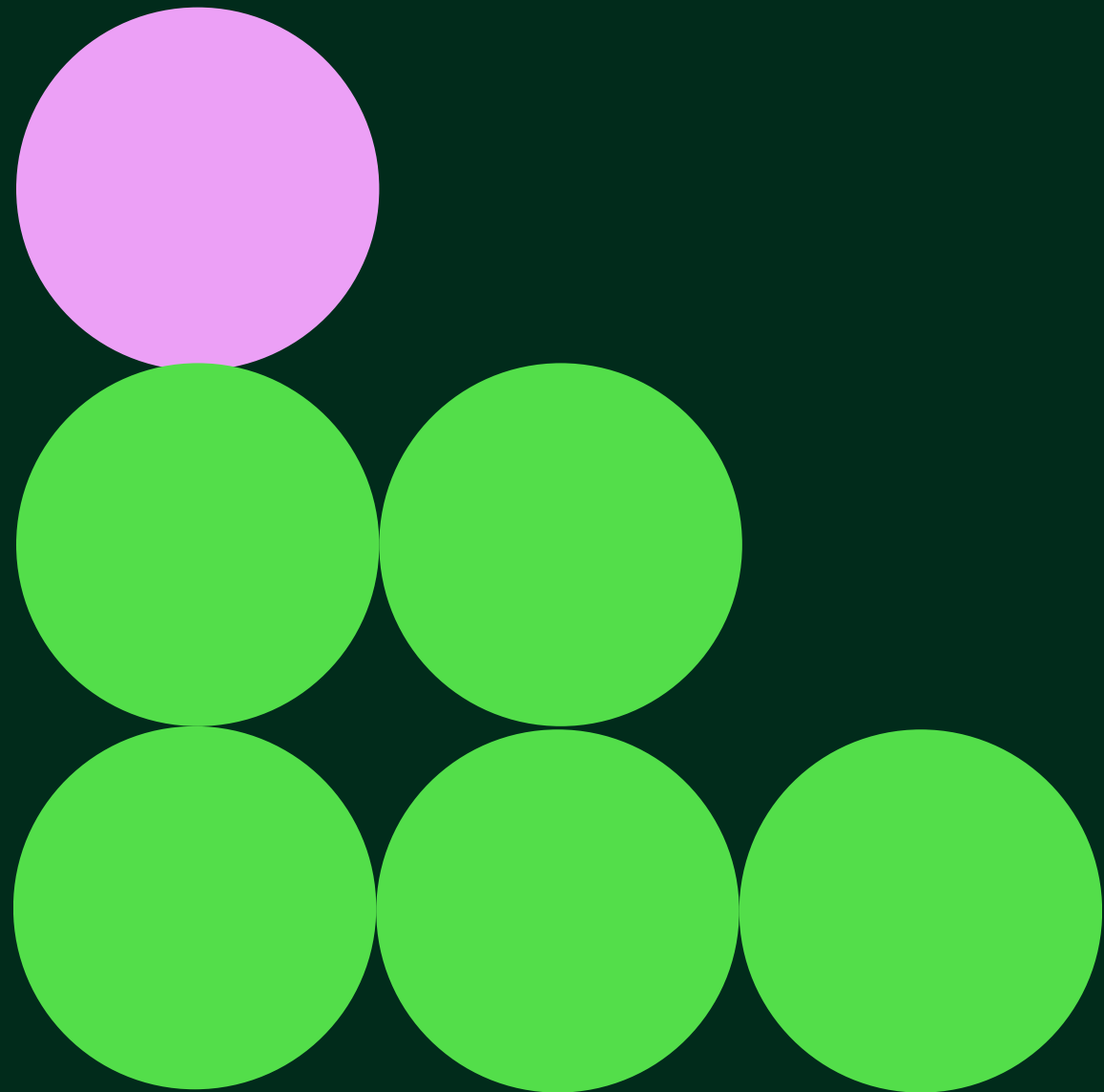


Competitor research

Objectives



Strategic objective

Identify unique features and offers that enhance the value of the courses

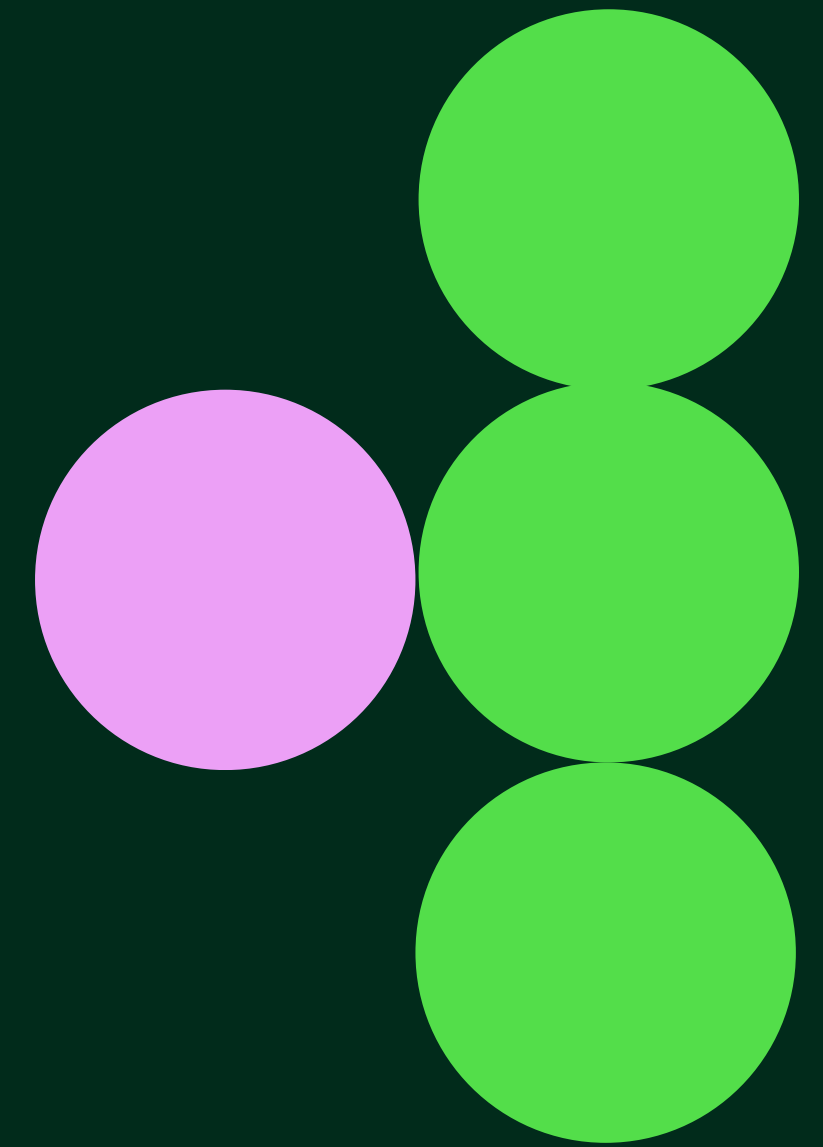
Analytical objective

Compare training, career support and packaging models

Strategic objective

Prepare the basis for the upsell package and product positioning

Search for unique offers



01

Grouped by category:
training, coaching,
career exit, community

02

Use in SEO and
analytics: filters, tags,
keywords

03

Comparison with our
product: what to
enhance, adapt, add

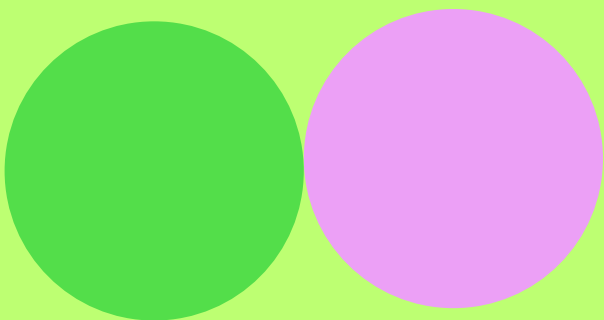
Keywords for analytics



Words that enhance SEO and packaging

AMA sessions, Agile approach, ISA model, KOMPASS ESF+, Hackathon, Elevate, 'Guaranteed results', 'Peer review', 'Demo day', 'Career track', 'Tableau certification', "Scrum", 'Speed networking', 'Speaking Club', 'GitHub repository', 'Wott AI', '1:1 mentoring'

Categories of unique offers



What competing schools offer

New directions	Interesting offers	Financing	Coaching
<ul style="list-style-type: none">• Product Design• Digital Marketing• Data Engineering• Data Science and AI• Data Science• Digital Literacy• Product Management• Cyber Security	<ul style="list-style-type: none">• Hackathons: simulating a professional environment• Elevate – online fair and networking• Working with two industry experts – a mentor and a tutor, combining industry expertise and step-by-step support• Unlimited IT English Speaking Club• Partnership agreement with a global technology company for retraining	<ul style="list-style-type: none">• ISA payment model (offer guarantee or money back)• Through an employment agency• Support under the KOMPASS programme (ESF+)• Installment plans	<ul style="list-style-type: none">• Personalised career plan (1:1 mentoring)• Career track + demo day, soft skills and pitches• AMA sessions• Leadership track + strategic coaching

The Agile approach in training projects



1. Sprints

The learning process is divided into short cycles (usually 1–2 weeks).

Each sprint has a specific goal: to complete part of the project, master a tool, prepare a visualisation

2. Scrum rituals

Planning: students discuss tasks and assign roles

Daily Standups: short daily meetings (5–10 minutes) where everyone shares their progress

Retrospective: discussion of what worked and what could be improved

3. Roles in the team

Product Owner (often a teacher or mentor). Scrum Master (leader of the student team). Development/analytics team

4. Demo days

At the end of the sprint — presentation of results to mentors, coaches or invited experts

This can be a pitch, visualisation, analytical report or interactive dashboard

5. Peer review

Students evaluate each other's work: give feedback, suggest improvements. Develops critical thinking and soft skills

Where to use these insights

Application: from SEO to landing pages

01

SEO optimisation of landing pages

02

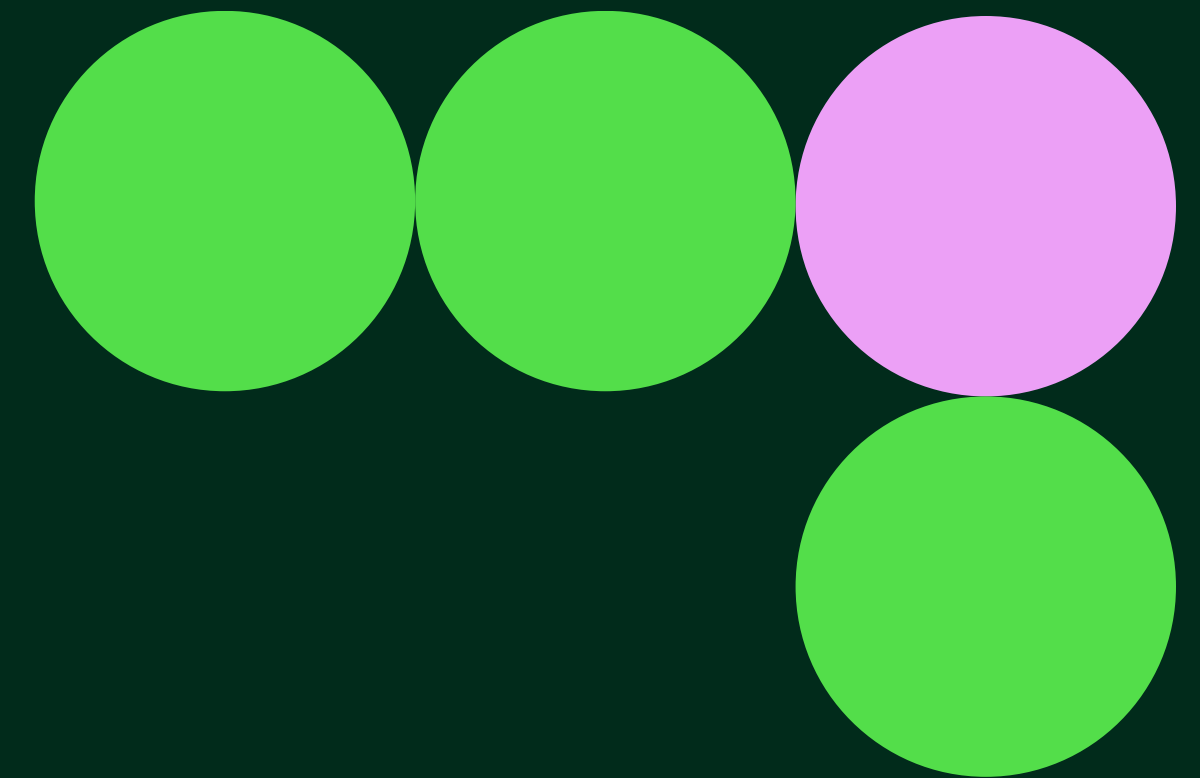
Competitor analysis using SimilarWeb, Semrush, Google Trends

03

Packaging of presentations or PDF overviews

04

Comparison table or filter on the website



Current market influences

01

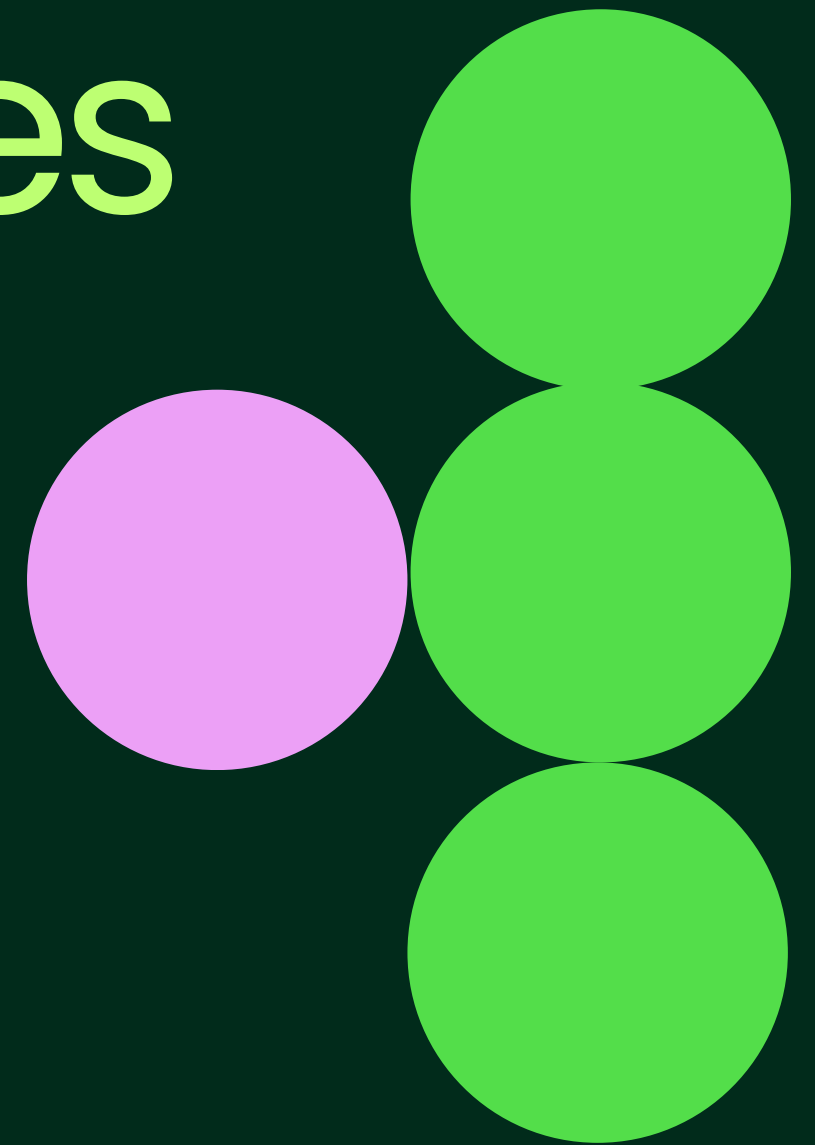
The rise of AI adoption is influencing GTM strategies

02

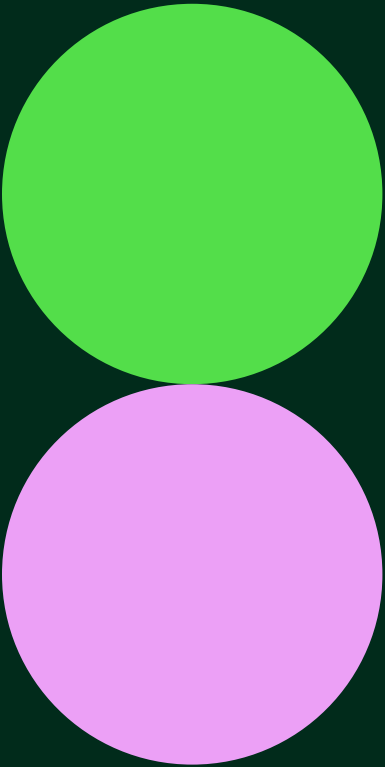
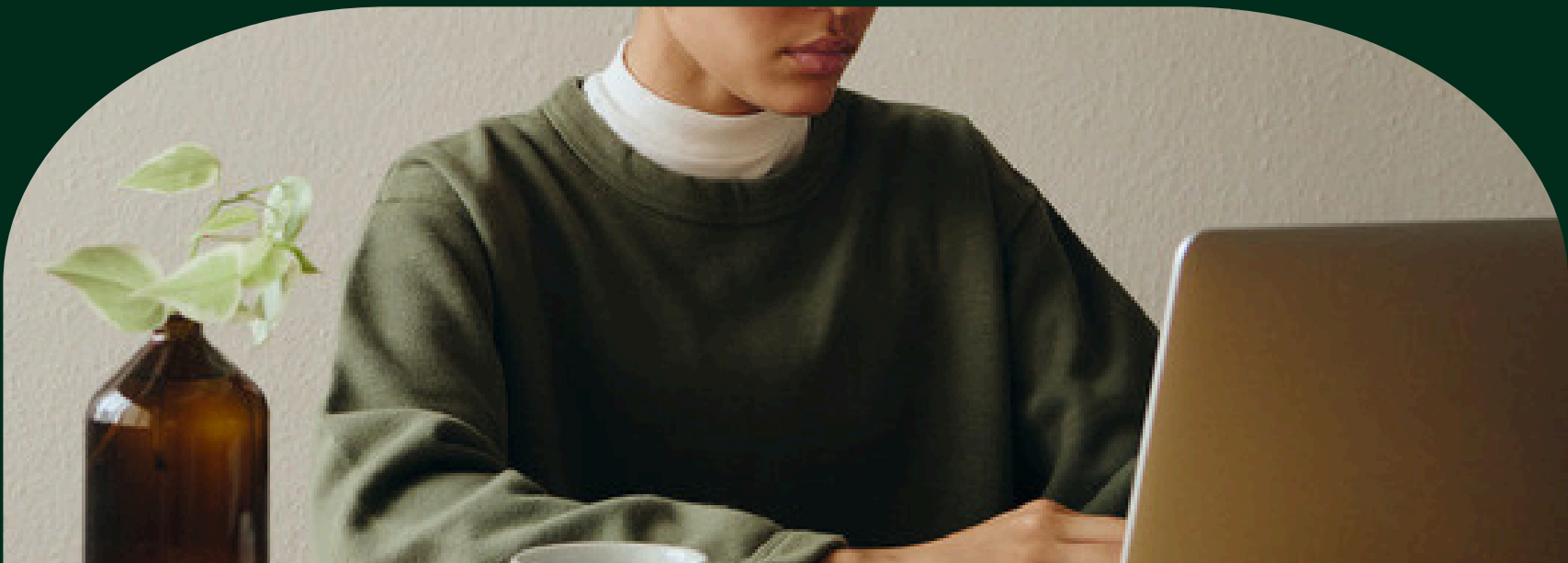
Increased competition intensifies price pressure

03

Changing customer expectations require flexibility and career support



What some competitors offer



	Coaching	Interesting offers	Unique features
CareerFoundry	1:1 mentoring	Working with two industry experts	Free short-term course in your chosen speciality
Spiced Academy	Demo day + career workshops, soft skills and pitches	Hackathons	Agile approach in projects Demo day with career feedback
Le Wagon	Demo day + career workshops, soft skills and pitches	Le Wagon for businesses Le Wagon for schools	Scrum: planning, stand-ups Peer review in mini-groups
Code Institute	Career service + internship	Hackathons Elevate	Global technology community
Hyperisland	Leadership track + strategic coaching, AMA sessions	Elevate	Scrum + design thinking

Who we sell to



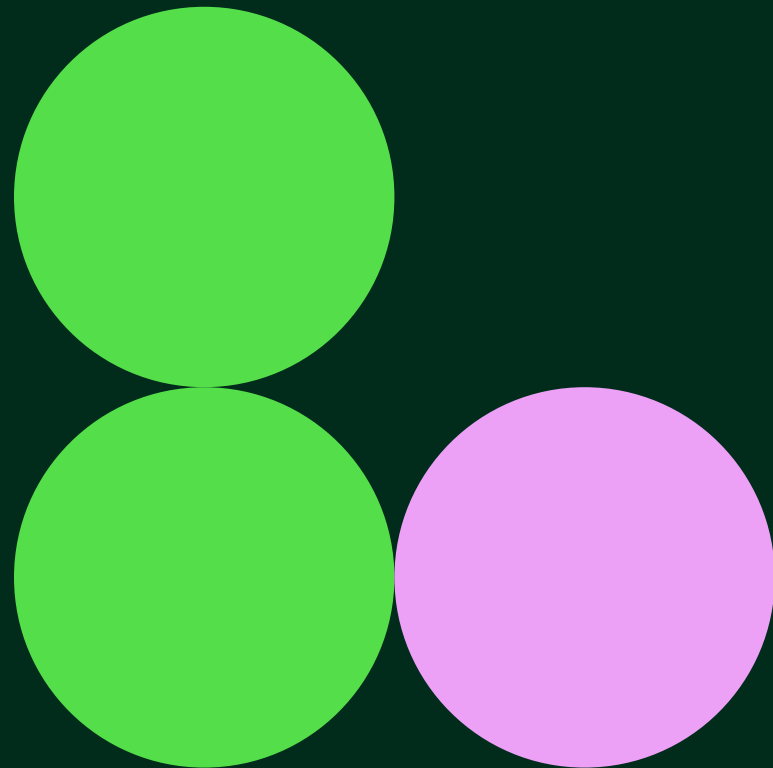
Persona 1: Busy families

Busy families — want stability and career growth

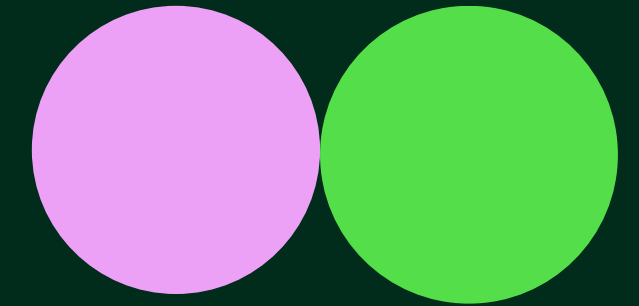
Persona 2: Adventurous couples

seeking flexibility and international opportunities

Communication tone: confidence, motivation, approachability



Apsell package 'Turnkey Analyst'

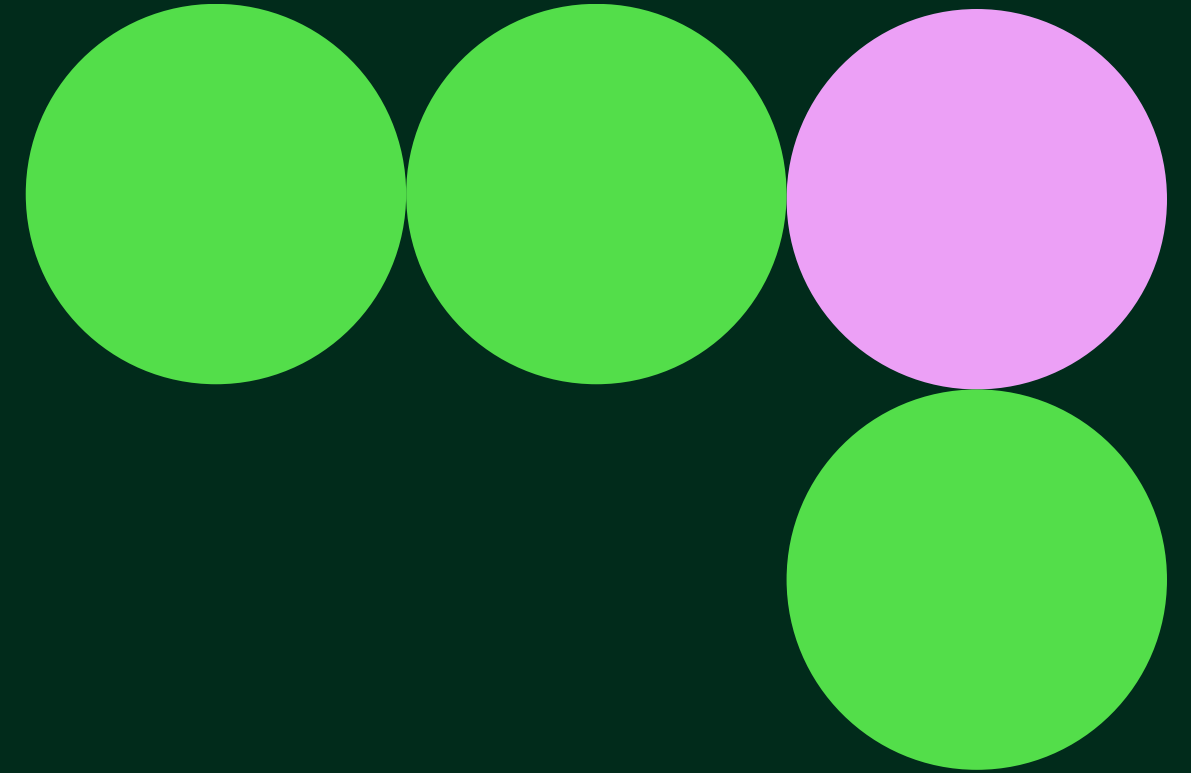


Component	What is included	Value for the student
Basic course	Power BI, SQL, Python, Tableau	Technical skills
Certification	Exam preparation: Tableau Specialist, Microsoft PL-300	Increases employer confidence
Career path	CV, LinkedIn, mock interviews, career coaching	Readiness for employment
Pitch + demo day	Presentation of the project to HR/experts	Confidence, feedback, portfolio
Teamwork	Scrum, peer review, retrospective	Simulation of a corporate environment
Elevate session	Online job fair with employers, speed networking	Networking, suggestions
hackathon	Final case with deadline and defence	Stress test, team dynamics
AMA sessions	Meetings with analysts, recruiters, coaches	Insights, motivation, lively dialogue
KOMPASS support	Consultation + subsidy application up to 90%	Accessibility, lowering the barrier to entry

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How we speak and what we offer



01

'Turnkey analyst with career guarantee'

02

'Premium training with up to 90% coverage through KOMPASS'

03

Data + Leadership:
Business-Ready Analyst

04

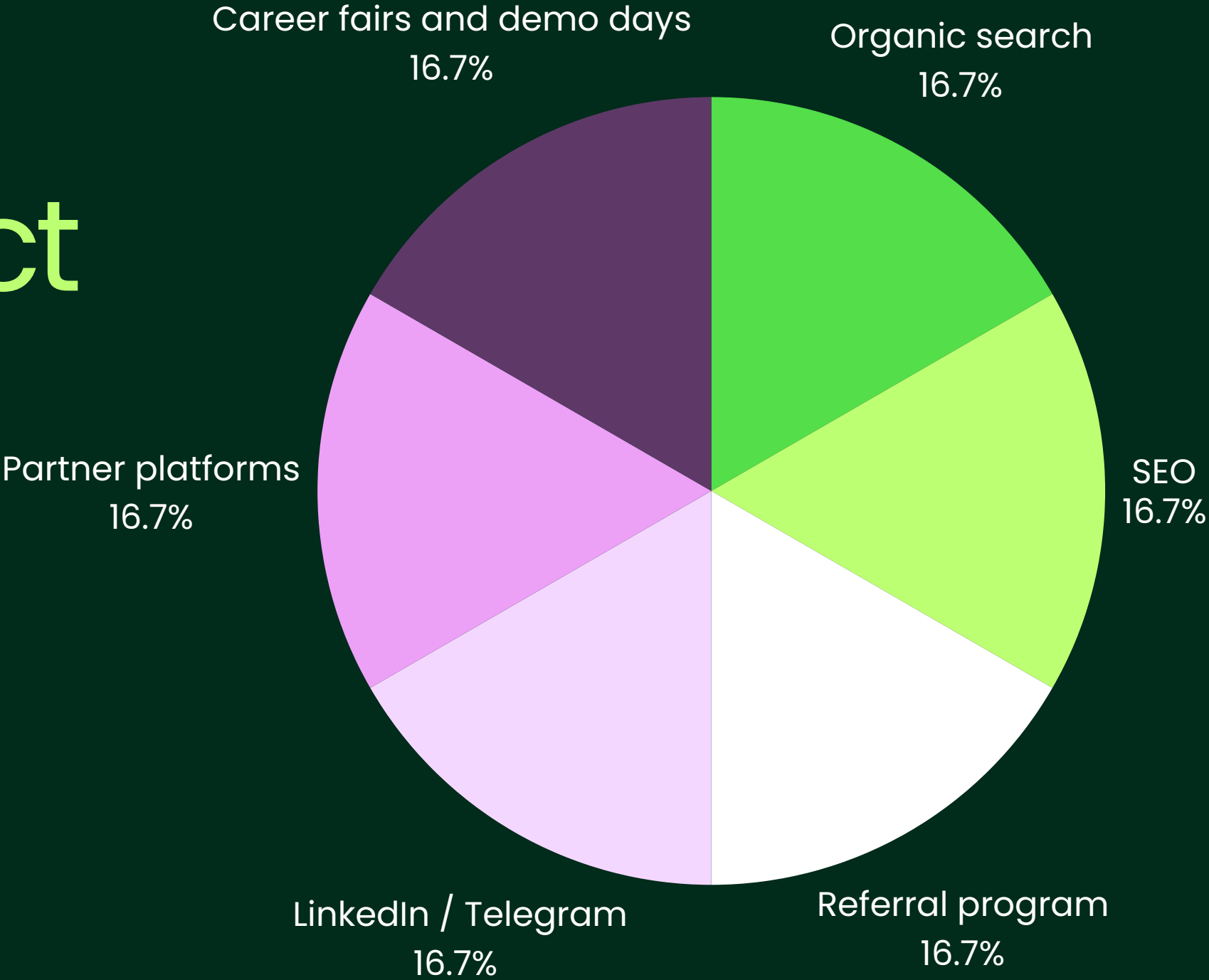
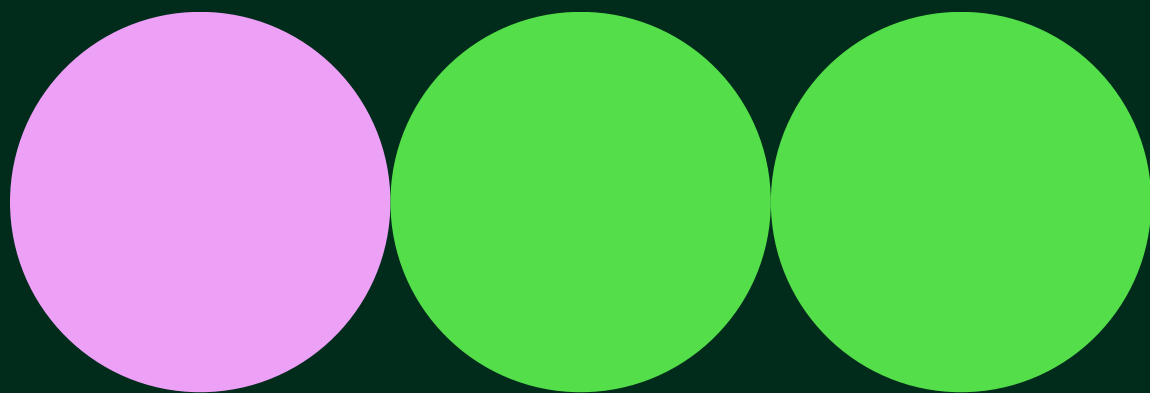
'Internationally certified analyst with demo day' (AMA + Scrum + certification + career track)

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Where we will promote the product

Let's consider the promotion channels



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Let's discuss?

Phone

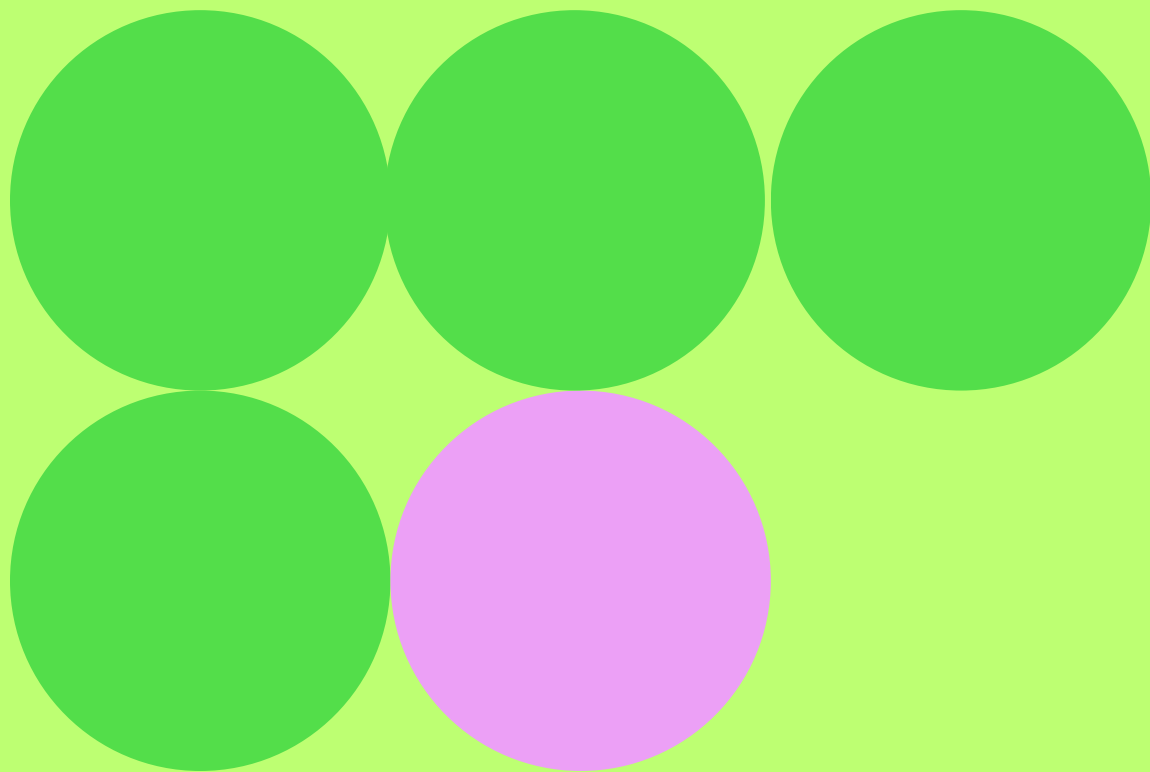
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Research

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The study is complete.

