



COMPETITION ANALYSIS

Identify 2-3 competitors. Fill out the chart to better understand how they operate and how you can provide better solutions for your customers.

Competitor	Product/Service	Customers	Price Point	Marketing Strategy	Unique Value Proposition	How will your idea be better?
Who are your competitors?	What exactly is their product or service? What does a customer receive from them?	Who is their main customer base?	Based on the product/service identified, how much does a customer pay?	How are they reaching their customers?	What is this business doing that is unique and sets them apart?	Your idea is different- how? What solutions will you provide that entice customers to turn to you?