

GSL Day 9

Competition & Core

Know Your Competition

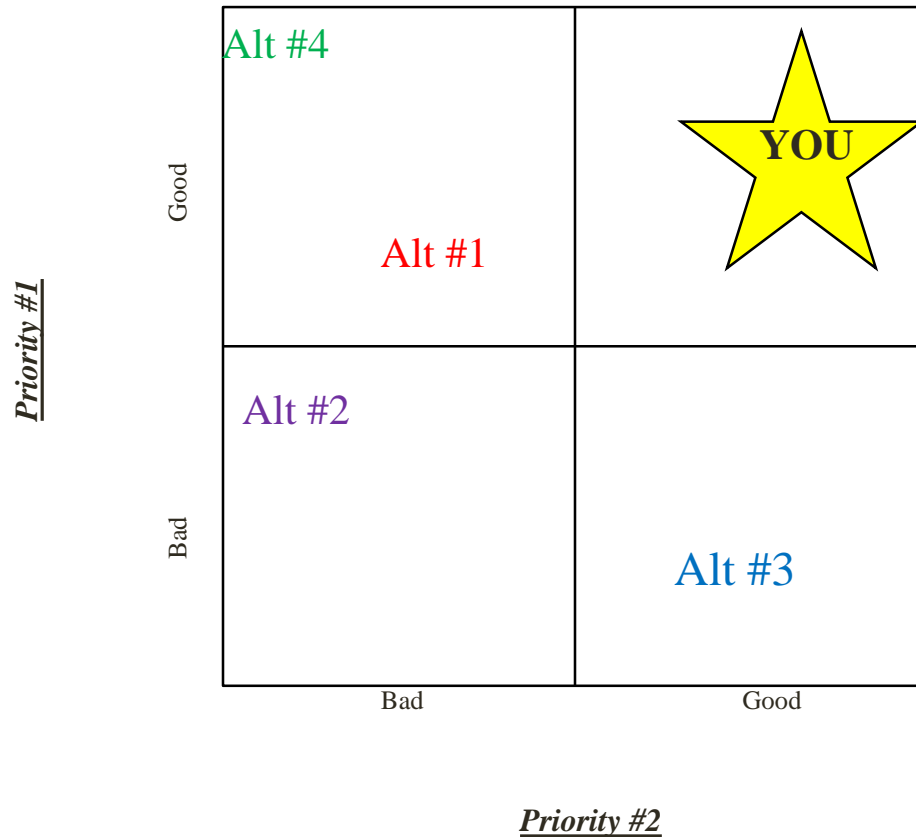
- To find your competition:
 - What market are you trying to dominate?
 - Who else has products or services that try to deliver the same thing to the same market or a similar one?
- The status quo is **always** one of your competitors.



SWOT Analyses



Competitive Position



Choose the priorities that are important to your persona.

Competition Analyses

- Identify your competition and profile who they are and what they do.
- Then analyze them looking specifically for their strengths and weaknesses.
- Chart them and you on a priority chart.
- Also identify how they would react to you.



Define Your Core



What is a Core?

- Core – the attributes of your product that give you sustainable competitive advantage and must be protected.
- It is what you must (and do) deliver better than anyone else.
- Examples of core: IP, key resources (e.g., vendors, buyers, markets, partners), Brand, Key Customers, User Experience (UX), Logistics, Expertise & Relationships, Speed, Special features/capabilities



What is Your Core?

- Write a paragraphs that **details** what your core advantage is. What makes you special and why?
- This should support your competitive position.

