

Worksheet

Understanding your competitors is critical to both how you can promote your project and whether your project can succeed in a market where there are already alternate solutions. Analyze 3 competitors using the prompts below.

Competitor 1:

Is this a direct (same solution, same audience) or indirect competitor?

Briefly describe their solution. Some information to include might be the features of the solution, the geographic area they serve, their online and social presence, their pricing (if applicable), and how long they have been operating.

Now for the most important part! Read through the description you just wrote of this competitor. What makes your solution different? Why would people choose your solution over the competition?

Have questions?

Learn more at ingeniousplus.ca or [contact us!](#)

Competitor 2:

Is this a direct (same solution, same audience) or indirect competitor?

Briefly describe their solution. Some information to include might be the features of the solution, the geographic area they serve, their online and social presence, their pricing (if applicable), and how long they have been operating.

Now for the most important part! Read through the description you just wrote of this competitor. What makes your solution different? Why would people choose your solution over the competition?

Have questions?

Learn more at ingeniousplus.ca or [contact us!](#)

Competitor 3:

Is this a direct (same solution, same audience) or indirect competitor?

Briefly describe their solution. Some information to include might be the features of the solution, the geographic area they serve, their online and social presence, their pricing (if applicable), and how long they have been operating.

Now for the most important part! Read through the description you just wrote of this competitor. What makes your solution different? Why would people choose your solution over the competition?

Have questions?

Learn more at ingeniousplus.ca or [contact us!](#)