

# On Competition

Presented by John Choi  
CEO of Choitek



Business is **WAR.**





amazon



KROGMAN

***Hundreds*** of ways  
to get killed.





Competitors are the **ENEMY!**



Competitors want you **DEAD**.

Kill them **first.**



**Everything** has competition.



Direct Competitors: *Hamburgers*



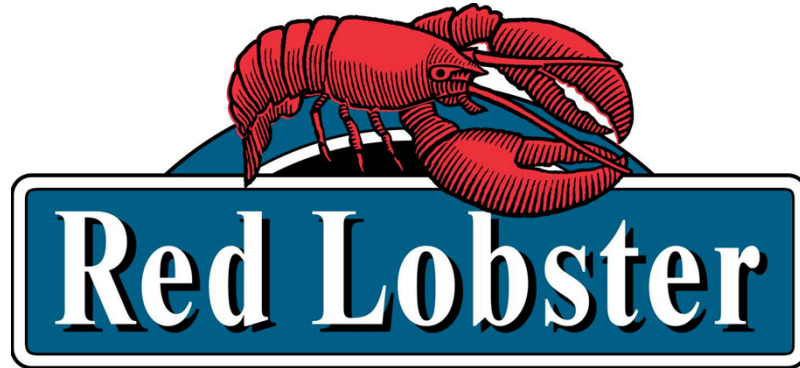
Direct Competitors: *Block Toys*



Direct Competitors: *Universities*



Indirect Competitors: *Food*



Indirect Competitors: *Toys*



*Barbie*™



# Indirect Competitors: *Education*



To defeat your enemy,  
you must first **know your enemy.**

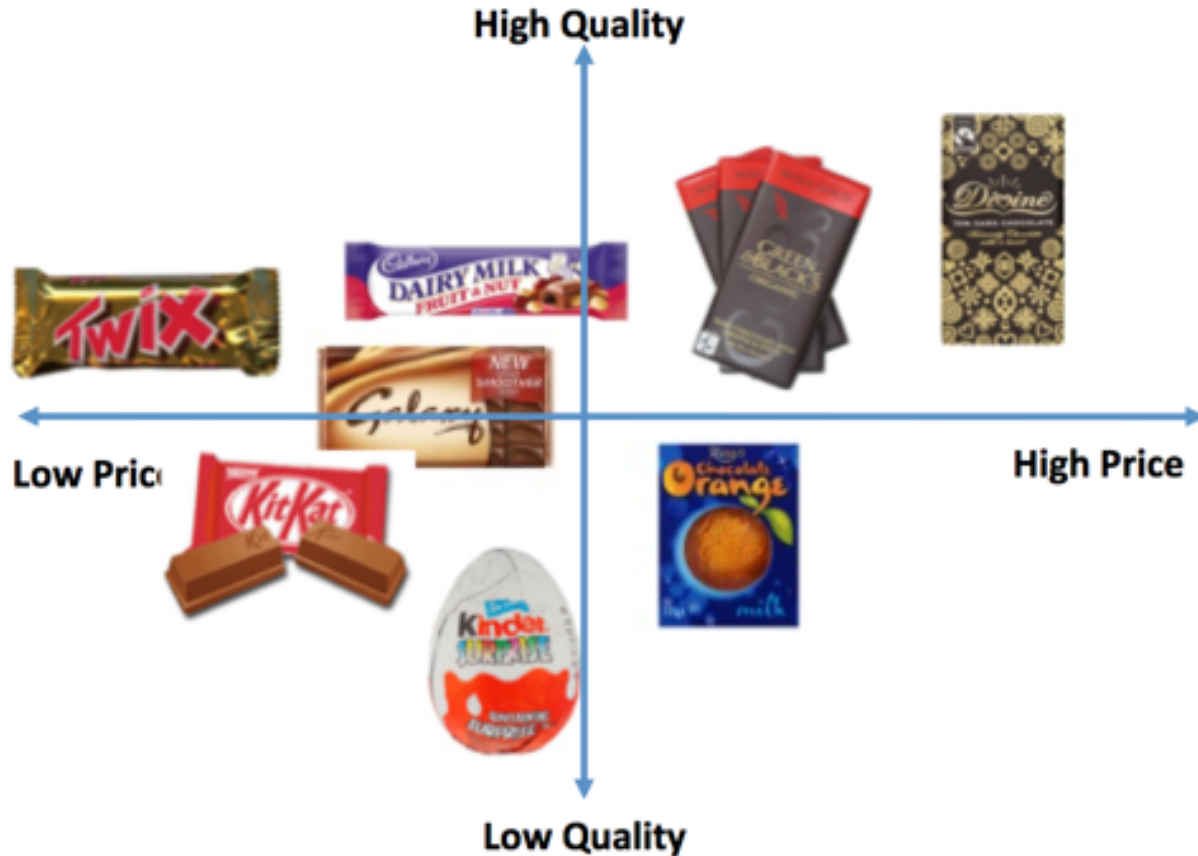
# Knowing the Enemy: *Feature Comparison*



	iPhone 5s	Samsun Galaxy S4	HTC New One	Nokia Lumia	Lenovo	Black Berry Z10
Price(US Dollar)	\$199	From \$399	From \$399	From \$199	No info	From \$150
Operating system	iOS 7	Android 4.2	Androi 4.1	Windows Phone 8	Android4.2.2	BlackBerry 10
Display Size	4.0in	5.0in	4.7in	4.5in	5.5in	4.2in
Screen resolution	1136x640	1920x1080	1920x1080	1280x768	1920x1080	1280x780
Size	123.8x58.6x7.6mm	136.6x69.8 x7.9mm	137.8x69.3x10.4mm	130.4x71.4x10.4mm	149 x 77 x7.9 mm	130x65.6x9mm
Weight	112 克	130g	156g	158g	147g	137.5g
RAM	1GB	2GB	2GB	2GB	2GB	2GB
Processor	1GHz dual-core	1.7GHz quad-core	1.7GHz quad-core	1.5GHz dual-core	2.2G Hz	1.5GHz dual-core
Camera(rear/front)	8MP/1MP	13MP/2MP	4MP/2.1MP	4.1MP/1.2MP	13MP/5MP	8MP/2MP
Internal storage	32GB	32GB	32GB	32GB	16GB	16GB
Storage expansion	✗	✓	✓	✗	✗	✓
Battery Capacity	250h	2600mAh	2300mAh	2000mAh	3050mAH	1800mAh
Battery Replacement	✗	✓	✓	✗	✗	✗



# Knowing the Enemy: *Market Map*



Once you know your enemy,  
you must also **know yourself.**

Know your strengths: *Cheaper.*



Know your strengths: *Better.*



Tough competition can't be killed with slight advantages. They must be **utterly annihilated.**

**The Goodness Factor:**

**10 times better** or **10 times cheaper**  
will render the enemy completely non-  
competitive.

**"Never, never, never give up."**

*-Winston Churchill*

