On Competition

Presented by John Choi
CEO of Choitek
CHOITEK
MEGAMARK

The ultimate in educational robotics to teach and inspire.
ABOUT ME

John Choi
Chief Executive Officer

BCSA 2017
Carnegie Mellon University

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UNITED
we are strong

UNITED we will win
Business is WAR.
Hundreds of ways to get killed.
Competitors are the ENEMY!
Competitors want you DEAD.
Everything has competition.
Market Share is how much of the customer pool your company has.
Direct Competitors: Hamburgers
Direct Competitors: Block Toys
Direct Competitors: Universities

Carnegie Mellon University
Indirect Competitors: Food

- McDonald's
- Burger King
- Giant Eagle
- Red Lobster
- Whole Foods Market
Indirect Competitors: **Toys**
Indirect Competitors: *Education*
Kill them first.
To defeat your enemy, you must first know your enemy.
Knowing the Enemy: Feature Comparison

<table>
<thead>
<tr>
<th></th>
<th>iPhone 5s</th>
<th>Samsung Galaxy S4</th>
<th>HTC New One</th>
<th>Nokia Lumia</th>
<th>Lenovo</th>
<th>Blackberry Z10</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price (US Dollar)</strong></td>
<td>$199</td>
<td>From $399</td>
<td>From $399</td>
<td>From $199</td>
<td>No info</td>
<td>From $150</td>
</tr>
<tr>
<td><strong>Operating System</strong></td>
<td>iOS 7</td>
<td>Android 4.2</td>
<td>Android 4.1</td>
<td>Windows Phone 8</td>
<td>Android 2.2</td>
<td>BlackBerry 10</td>
</tr>
<tr>
<td><strong>Display Size</strong></td>
<td>4.0in</td>
<td>5.0in</td>
<td>4.7in</td>
<td>5.5in</td>
<td>5.1in</td>
<td>4.2in</td>
</tr>
<tr>
<td><strong>Screen Resolution</strong></td>
<td>1136x640</td>
<td>1920x1080</td>
<td>1920x1080</td>
<td>1280x768</td>
<td>1920x1080</td>
<td>1280x780</td>
</tr>
<tr>
<td><strong>Size</strong></td>
<td>123.8x58  6x7.6mm</td>
<td>136.6x69.8  8x7.9mm</td>
<td>137.8x69.3x10.4mm</td>
<td>130.4x71.4x10.4mm</td>
<td>149 x 77 x 7.9 mm</td>
<td>130x65 6x9mm</td>
</tr>
<tr>
<td><strong>Weight</strong></td>
<td>112 g</td>
<td>130g</td>
<td>156g</td>
<td>158g</td>
<td>147g</td>
<td>137.5g</td>
</tr>
<tr>
<td><strong>RAM</strong></td>
<td>1GB</td>
<td>2GB</td>
<td>2GB</td>
<td>2GB</td>
<td>2GB</td>
<td>2GB</td>
</tr>
<tr>
<td><strong>Processor</strong></td>
<td>1GHz dual-core</td>
<td>1.7GHz quad-core</td>
<td>1.7GHz quad-core</td>
<td>1.5GHz dual-core</td>
<td>2.2GHz</td>
<td>1.5GHz dual-core</td>
</tr>
<tr>
<td><strong>Camera (rear/front)</strong></td>
<td>8MP/1MP</td>
<td>13MP/2MP</td>
<td>4MP/2.1MP</td>
<td>4.1MP/1.2MP</td>
<td>13MP/5MP</td>
<td>8MP/2MP</td>
</tr>
<tr>
<td><strong>Internal Storage</strong></td>
<td>32GB</td>
<td>32GB</td>
<td>32GB</td>
<td>32GB</td>
<td>16GB</td>
<td>16GB</td>
</tr>
<tr>
<td><strong>Storage Expansion</strong></td>
<td>❌</td>
<td>✔️</td>
<td>✔️</td>
<td>❌</td>
<td>❌</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Battery Capacity</strong></td>
<td>2500mAh</td>
<td>2600mAh</td>
<td>2300mAh</td>
<td>2000mAh</td>
<td>3050mAh</td>
<td>1800mAh</td>
</tr>
<tr>
<td><strong>Battery Replacement</strong></td>
<td>❌</td>
<td>✔️</td>
<td>✔️</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
</tbody>
</table>
Knowing the Enemy: Market Map
SUPERIOR NUMBERS
SPEED AND EXECUTION
STRATEGIC ALLIANCES

IBM + Windows
"The object of war is not to die for your country, but to make the other bastard die for his."

- General George S. Patton