# Friends Close and Enemies Closer

UNDERSTANDING AND ASSESSING THE COMPETITION

#### **Definition: Competition**

# What alternatives does the customer have to solve the problem

### How to think about it?

Similar Products



Solving the same problem



#### 3 ways to compete

Price Walmart

Service

NORDSTROM

Quality



### Your Competitive Advantage

Why would you win against your competitors?

Some Professional Drivers

6 Customized Services

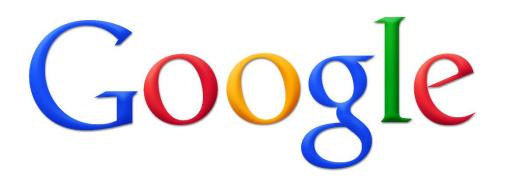
Upscale Culture

250 Cities Worldwide





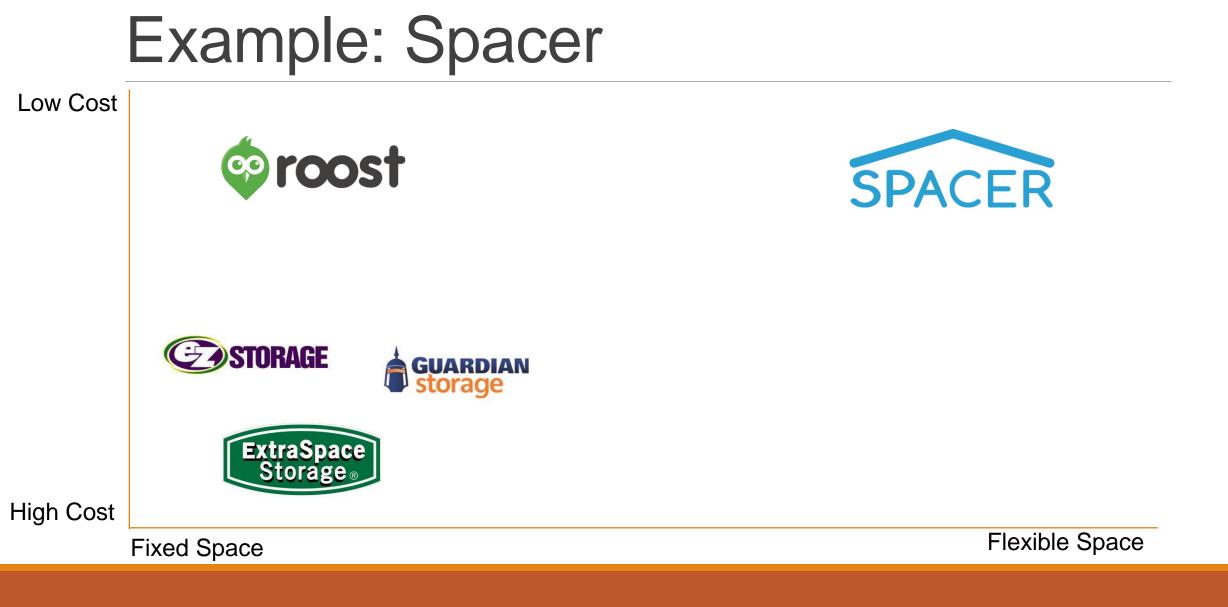
#### **Big and Small Competitors Matter**





## Communicating competitive landscape





## Example: HyperOffice (Investors prefer)

	HyperOffice	Google	<b>Office</b>
- Support	$\checkmark$	$\checkmark$	$\checkmark$
- Consulting	✓	✓	×
White label — Rebranding	✓	×	×
Reseller owns billing relationship	✓	✓	×

#### Presentation vs. Knowledge





