

COMPETITIVE ANALYSIS & STRATEGY



Competitor, Inc.

Key Feature Comparison		
Feature	US	CO
Feature 1	Y	Y
Feature 2	Y	Y
Feature 3	Y	Y
Feature 4	Y	Y
Feature 5	Y	Y
Feature 6	Y	Y
Feature 7	Y	Y
Feature 8	Y	Y
Feature 9	Y	N
Feature 10	Y	N
Feature 11	Y	N
Feature 12	Y	N

Company Overview

Competitor, Inc. is a VC-backed, Series B company based in the US. It provides XYZ Products & Services. High level overview of offerings, approximate number of customers, & any other unique details are featured here.

Strengths

- Major Strength 1** - Details about this strength & how Competitor Inc. talks about/features it. Details about this strength & how Competitor Inc. talks about/features it. Details about this strength & how Competitor Inc. talks about/features it
- Major Strength 2** - Details about this strength & how Competitor Inc. talks about/features it. Details about this strength & how Competitor Inc. talks about/features it. Details about this strength & how Competitor Inc. talks about/features it
- Major Strength 3** - Details about this strength & how Competitor Inc. talks about/features it. Details about this strength & how Competitor Inc. talks about/features it.

Addressing Strengths

- Major Strength 1** - Detailed counter-pitch & how to position to win. Detailed counter-pitch & how to position to win. Detailed counter-pitch & how to position to win. Detailed counter-pitch & how to position to win.
- Major Strength 2** - Detailed counter-pitch & how to position to win. Detailed counter-pitch & how to position to win. Detailed counter-pitch & how to position to win. Detailed counter-pitch & how to position to win.
- Major Strength 3** - Detailed counter-pitch & how to position to win. Detailed counter-pitch & how to position to win. Detailed counter-pitch & how to position to win. Detailed counter-pitch & how to position to win.

Weaknesses

- Major Weakness 1** - Details about this strength & how Competitor Inc. talks about/features it. Details about this strength & how Competitor Inc. talks about/features it. Details about this strength & how Competitor Inc. talks about/features it
- Major Weakness 2** - Details about this strength & how Competitor Inc. talks about/features it. Details about this strength & how Competitor Inc. talks about/features it. Details about this strength & how Competitor Inc. talks about/features it
- Major Weakness 3** - Details about this strength & how Competitor Inc. talks about/features it. Details about this strength & how Competitor Inc. talks about/features it. Details about this strength & how Competitor Inc. talks about/features it

Capitalizing on Weaknesses

- Major Weakness 1** - Detailed strategic pitch & how to position to win. Detailed strategic pitch & how to position to win. Detailed strategic pitch & how to position to win. Detailed strategic pitch & how to position to win.
- Major Weakness 2** - Detailed strategic pitch & how to position to win. Detailed strategic pitch & how to position to win. Detailed strategic pitch & how to position to win. Detailed strategic pitch & how to position to win.
- Major Weakness 3** - Detailed strategic pitch & how to position to win. Detailed strategic pitch & how to position to win. Detailed strategic pitch & how to position to win. Detailed strategic pitch & how to position to win.

Key Feature Comparison							
Feature	Feature Details	US	CO 1	CO 2	CO 3	CO 4	CO 5
Feature 1	Pertinent details about this feature	Y	Y	Y	Y	Y	Y
Feature 2	Pertinent details about this feature	Y	Y	Y	Y	Y	Y
Feature 3	Pertinent details about this feature	Y	Y	Y	N	N	Y
Feature 4	Pertinent details about this feature	Y	Y	Y	Y	N	Y
Feature 5	Pertinent details about this feature	Y	Y	N	N	Y	Y
Feature 6	Pertinent details about this feature	N	Y	Y	Y	Y	N
Feature 7	Pertinent details about this feature	Y	Y	N	Y	Y	Y
Feature 8	Pertinent details about this feature	Y	Y	Y	Y	Y	Y
Feature 9	Pertinent details about this feature	Y	N	N	N	N	N
Feature 10	Pertinent details about this feature	Y	N	N	N	N	N
Feature 11	Pertinent details about this feature	Y	N	N	N	Y	N
Feature 12	Pertinent details about this feature	Y	N	Y	N	N	N
Feature 13	Pertinent details about this feature	Y	N	N	N	N	N
Feature 14	Pertinent details about this feature	Y	N	N	Y	N	N
Feature 15	Pertinent details about this feature	Y	N	N	N	N	N
Feature 16	Pertinent details about this feature	Y	N	N	N	N	Y



Competitor, Inc.

Their GTM Strategy

- 1
- 2
- 3



- GTM Competitive Overview
 - What's working for them
 - What's working against them
 - What's working for you
 - What's working against you

Your GTM Strategy

- 1
- 2
- 3



- Key callouts about their GTM Strategy
- Highlight marketing tactics, CTA's or signals to keep an eye on
- Notable findings about market buzz, what's coming soon & areas of concern

SAMPLE COMPETITIVE ANALYSIS