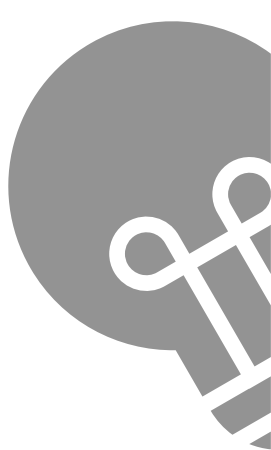


Know your  
competition



dev's  
KITCHEN



# Know your competition

## Staying ahead of the race

Before you start developing your idea, it is absolutely crucial to perform thorough research of the industry you want to engage in. You must define its scope, understand its nature, and figure out, who else is willing to cut a slice of cake for himself. Make

no mistake; you are not alone in there. Do not worry too much, however, because if you do your research properly, it will help you assess who are you dealing with and how far are they willing to go to win their prize. Remember, the smaller the business, the

higher the penalty for competing against larger companies. You probably shouldn't try to deliver global maps and market them as "more functional than Google".

	Feature 2	Feature 1
product A	✓	X
product B	X	✓

Acquiring information about your rivals shouldn't be difficult, because it's all in there, on the Internet. All companies communicate their missions and objectives on their websites. There are endless marketing and PR sites, which provide great insight into products or services of your competitors. Additionally, there are myriads of specialized

newsfeeds and portals that can keep you well informed.

You might consider making a list of all available features and all possible competition, both direct and indirect and present it in a table form. Features go in the rows and competition go into the columns. A place where those elements cross is

marked with a tick when the feature is provided and with an X, when it is not. This way, you will be able to gauge, what type and level of services your future customers will expect. Once you know it, you can differentiate or surpass those needs: by adding additional non-trivial features, cutting prices, improving quality and many more.