Competitive Market Analysis

Industry Overview

- [ ] Determine and outline the size and growth rate of the market.
- [ ] Trends influencing the market (e.g., technology adoption, mobile usage, consumer behavior).
- [ ] Summarize any regulatory frameworks impacting the market.

Competitor Analysis

- [ ] Thoroughly research both direct and indirect competitors.
- [ ] Assess competitors' market shares.
- [ ] Study competitors' business models and revenue sources.
- [ ] Analyze competitors' applications in terms of features and user experience.
- [ ] Evaluate competitors' market positioning and technological edge.
- [ ] Review competitors' pricing, sales strategies, and marketing activities.

Market Analysis

- [ ] Pinpoint current gaps in the market.
- [ ] Highlight emerging market trends and capital opportunities.
- [ ] Examine barriers to entry, such as capital needs and brand recognition.
- [ ] Explore current technology trends and potential for innovation.

- [ ] Consider social and cultural factors relevant to market entry and consumer acceptance.

Audience Analysis

- [ ] Profile the target audience based on demographics and psychographics.
- [ ] Document the user needs, preferences, and existing pain points.
- [ ] Analyze the app usage patterns within the target audience.

Product SWOT

- [ ] **Strengths:** Look for areas that set your digital product apart in the market.
- [ ] **Weaknesses:** Assess whether the initial product functionality meets market standards compared to competitors.
- [ ] **Opportunities:** Identify external factors, such as gaps in competitor offerings, unexplored markets, and the benefits to your product.
- [ ] **Threats:** Identify potential threats from competitors, regulatory changes, acquisition costs, and emerging tech.

Recommendations

- [ ] Summarize the principal findings.
- [ ] Propose strategic recommendations.
- [ ] Include supporting data and detailed analysis.