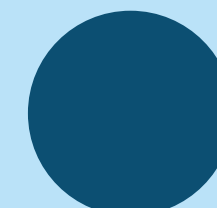




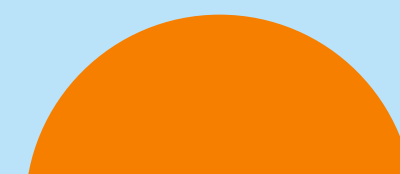
# Fundamente de Antreprenoriat



Curs 5: Cine sunt competitorii?  
Avantaj competitiv.

Marius RUS  
Founder StressLess

<https://www.linkedin.com/in/mariusrus/>





# There are always competitors on the market!

## Direct and indirect competitors

- Direct - offering similar products/services

### Direct competitors

Sell the same products and services

Products compete on features, pricing, and quality

Same ideal customer in a target market

Examples:

Pepsi and Coca-Cola,  
McDonald's and Burger King



# There are always competitors on the market!

## Direct and indirect competitors

- *Direct* - offering similar products/services
- Indirect - tackling the same problem through different means



### Indirect competitors

Sell different products and services that can act as a substitute for your product

Products compete on convenience, availability, and brand recognition, and prices may vary significantly

Meet the same needs and goals

Examples:

Coca-Cola and Starbucks,  
online learning platforms and traditional  
learning institutions

# But that's not all!

- Who else is working on the problem?
  - *Traditional solving - the direct competitors*
  - *Alternative solutions – indirect competitors*
  - Competitors on resource usage – Netflix vs social media or even recreational sports
  - Other startups launched
  - Other solutions announced – but not launched

# Competitor analysis needs extensive research

Products and services—existing and future

Target market

Pricing strategy

Marketing and promotion strategies

Market share

Business model and revenue streams

Intellectual property

Partnerships

Distribution channels

Customer service and employee experience

Customer reviews

Changing customer preferences

Effect of new technology

Regulation and legal change

Governance

Major weaknesses and strengths

Online presence across search engine results pages (SERPs) and social media

# Potential benefits

- Identification of gaps in the market - find and capitalize unmet customer needs
- Position on the market and create better marketing strategies
- Identify potential partnerships
- Permits risk mitigation - Learn, reflect, and improve
- Stay ahead of the competition

# How to find your competitors

- Market research
- Customer surveys, feedback, forums
- Keyword research and monitoring SERPs
- Social Media
- Industry events and conferences



# Uniqueness

- What is different about you and your solution – Unique Selling Proposition
- Unfair advantage
  - Founders – you are 1 in 10 / 100 /1000 people in the world that can solve this
  - **Market - focus and growth**
  - **Product – 10x better**
  - Acquisition
  - Monopoly
  - Now is the right time – technology advancement
- How easy will it be for somebody to copy you?

# How am I different – examples



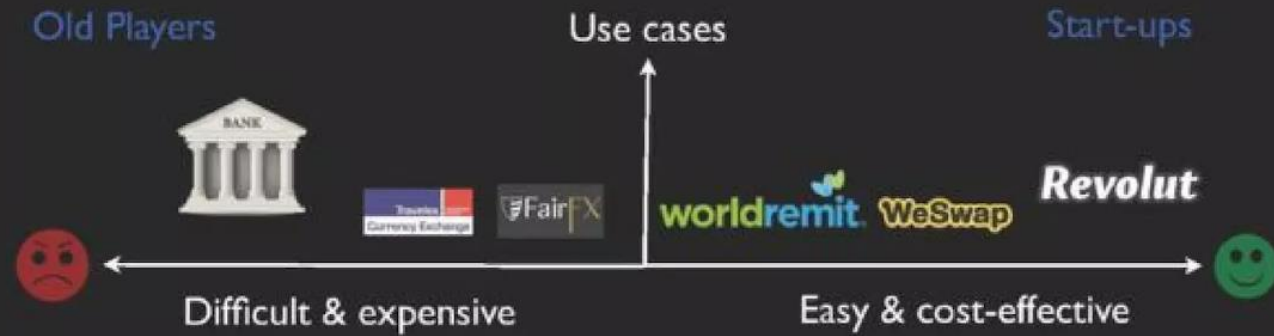
Magic Quadrant

**Competitive Landscape**

	<i>Pinterest</i>	<i>Telly</i>	#waywire	interest
User Friendly	✓	✗	✗	✓
Privacy	✓	✗	✗	✓
Keyword follow	✗	✗	✗	✓
Playlist follow	✗	✗	✗	✓
Video Bookmarks	✓	✓	✓	✓
Video Autonext	✗	✓	✓	✓
Video Shuffle	✗	✗	✗	✓

Features / Power grid

# Competition



## Example of use cases:

I go to US. Cash is inconvenient, cards are costly.

I want to send \$ instantly without complicated IBANs.

I want to have Euros without Euro bank account.

I want to exchange money instantly, not in 1-3 days.

I want to transfer at the exchange rate that is now.

	Revolut	WeSwap	worldremit.	FairFX
I go to US. Cash is inconvenient, cards are costly.	✓	✓		
I want to send \$ instantly without complicated IBANs.	✓			
I want to have Euros without Euro bank account.	✓			
I want to exchange money instantly, not in 1-3 days.	✓			
I want to transfer at the exchange rate that is now.	✓		✓	✓

➔ The only product that solves the full cycle of a customer pain.

Pitch Deck

Use case grid



Chestionar de evaluare →  
(activ în intervalul 19:30 – 20:00)!

## 5. Cine sunt competitorii? Avantaj competitiv

