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|  | 🏁 GET STARTED [▶️ link to full series](https://www.youtube.com/watch?v=X7BEbRuZD6U11) |

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| First, [watch the video](https://youtu.be/qtKJtHeWc0c) 🔻   |  | | --- | |  |   🎯 Goals of this activity: | *My Activity*  **My Competitor Research - online & in person**  [⏳](https://emojipedia.org/hourglass-not-done/) **This activity will take around 3 hours for parts 1 and 30 minutes for part 2.**  💬🗨️ **Format:** This activity can be done in different ways:   * **With a mentor, coach or a friend** ⭐recommended * **In a group:** each of you do it & share & give feedback * **On your own** |

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| * To find out about your competitors * To conduct internet research about your competitors. * For you go around your city and visit real businesses similar to yours | * To identify ways to improve your product/service based on your competitor’s research * To interact with potential business partners  and create new opportunities |
| ⁉️ How to do the activity (  tick the checkboxes when you have completed each step) | |
| Decide whether you want to do this  activity on your **own**, with 1-1 support or in a group.  Watch [**the video**](https://youtu.be/qtKJtHeWc0c) for this activity  Think for a moment:  **What useful tips Amr shared in the  video to help you research your competitors?**  **In part 1,** you will do some **internet research to find out more about your competitors.** Use **keywords** to better target your research. Look at their **website**, **social media** and **customer reviews** | **Go around your city** and **visit competitor businesses. Just for this moment, experience them as a customer: observe what do they do well and not so well?** Afterwards, take some notes in Part 1.  **Based** on your competitor's research in  **part 1 & 2, identify** what you can **improve** in your own business. Complete **part 3** to  **shape your offering to be unique compared  to your competitors.**  **F**ind **competitors** that can become **partners.** Think about the **opportunities** you can leverage by working with someone in the same **industry.** Complete **part 4 to reflect on potential partnerships.** |

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| 1 My competitor research: online 🤼‍♀️ 💻  Conduct internet research on your competitors. Search on search engines (Google)  and social media (Instagram, Pinterest, LinkedIn, Facebook). Then, answer the following questions. | | | |
| **Names of my competitors 🏷** | What **product/service** do they make? 🛍 | What is their 👍 biggest strength? | What is their biggest  👎 weakness? |
| [✍️ replace this text with  name of competitor 1] | ✍️ | ✍️ | ✍️ |
| [✍️ replace this text with  name of competitor 2] | ✍️ | ✍️ | ✍️ |
| [✍️ replace this text with  name of competitor 3] | ✍️ | ✍️ | ✍️ |
| **Which competitor is most similar to you in terms of idea & size?** |  |  |  |
| What makes them your **closest competitor? 🔎** | This competitor’s business is the most similar to mine because …✍️ | | |
| How is their 🏷 **price** compared to yours? | |  |  |  | | --- | --- | --- | | t **higher** | **same / similar** | **lower** | | | | How did the other customers **react** when using their product/service? 🙋 |
| What will you do better than this competitor? | |  |  |  | | --- | --- | --- | | **product/service** 🛒 | **quality** ⚙️ | **customer service** ☎️ | | 📰 **marketing** | **Pricing** 💵 | **user experience** 🕹️ | | | |
| What **unique features** of your idea give you an advantage over the competitor? 🤩 | What I can do better is…✍️ | | |

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| 2 Which of your competitors could become a business 🤝 partner instead? | | |
| The competitor who could become a partner is | Your Win:  **What can they do for you?** 👉 | Their Win:  **What can you do for them?** 👈 |
| …✍️ | The partners would help me to ... ✍️ | I can help my partners to ... ✍️ |
| **What will you  ✒️ write in your introductory 📧 email to this potential partner**? | I will write…✍️ | |
| **📅 When will you reach out to this potential partner?** | The feedback I received is…✍️ | |

Text

Description automatically generated