Market Competitive Analysis

|  |  |
| --- | --- |
| Who are the people and companies doing what you’re already doing? | |
| What are they offering and what is interesting about them? | |
| Why are they successful (or not)? | |
| What makes “*a circus a circus*” in your world? | |
| **Characteristic** | **Opposite or Other Possibility?**  **Eliminate – Raise – Reduce - Create** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |