Gateway Competitors: how to identify, differentiate from, and work with them

Where does your gateway fit into the existing market?
Market Landscape Map

- Demonstrate where it fits in the existing landscape
- Illustrate the relationships between the existing solutions
- Identify the key forces that drive the marketplace
- Find your product market fit
Building Your Market Landscape Map

Step 1: Define the Market Space – Title Your Map

• Think at a high level – 100,000 ft view
• Ask yourself- “Where does this idea fit?”
• Think broadly about the alternative solutions and approaches

• Mobile Device Market

• Access to Computing
• Personal Computing
• Personal Computing Device
Brainstorm Current Technologies

Step 2: List all ways the problem is currently being solved

• Ask yourself “What are the alternative ways the problem is being solved today?”
• Think categories, not individual products
• Consider all possible solutions, even low-tech options

• Laptop
• Tablet
• Mobile Phone
• Etc…
Market Drivers

Step 3: Determine the Key Drivers in this Market

• Ask yourself “What is driving people to choose one solution over another in the market today?”
• Choose your divers based on your ideal customer
• Do NOT consider cost/price

• Size
• Portability
• Computing Power
• Functionality – what do I need it to do or how many things?
• Wifi vs 4G
Map Your Drivers & Categories

Step 4: Place your drivers and map your categories

Mobile Devices

Functionality

Portability

Laptop Computers

Tablet Devices

E-reader

Smart Phones

Cellular Phones

Smart Watches

Smart Pens
Highlight Your Opportunity

Step 5: Place your solution where it fits

Mobile Devices

- Laptop Computers
- Tablet Devices
- E-reader
- Smart Phones
- Cellular Phones
- Smart Watches
- Smart Pens

Functionality vs. Portability
Competitive Profile

How do you compare to your competition?
Competitive Profile

Identify and compare solutions in the market

- Understand who the competitors are in your market
- Learn their strengths and weaknesses
- Evaluate and compare based on measures the customers care about

**Evaluation metrics**

- Ease of use
- Accuracy
- Quality
- Price
- Customizability
- Size or weight

**Types of Competitors**

- Direct
- Indirect
- Unknown
## Competitive Profile Tool

Identify and compare solutions in the market

<table>
<thead>
<tr>
<th>Company/Product</th>
<th>Battery Life</th>
<th>Keyboard</th>
<th>Wifi and Cellular Connectivity</th>
<th>Price</th>
<th>Durability 1-5</th>
</tr>
</thead>
<tbody>
<tr>
<td>New TabPhone</td>
<td>18-25 hrs</td>
<td>✔️</td>
<td>✔️</td>
<td>$899</td>
<td>★★★★★★</td>
</tr>
<tr>
<td>Microsoft Surface Pro 6</td>
<td>13-18 hrs</td>
<td>✔️</td>
<td>✔️</td>
<td>$899</td>
<td>★★★★</td>
</tr>
<tr>
<td>Samsung Galaxy Note</td>
<td>15-16 hrs</td>
<td>✗</td>
<td>✔️</td>
<td>$999</td>
<td>★★★★</td>
</tr>
<tr>
<td>iPhone 8 Plus</td>
<td>13-21 hrs</td>
<td>✗</td>
<td>✔️</td>
<td>$699</td>
<td>★★★★</td>
</tr>
<tr>
<td>iPad Pro</td>
<td>9-10 hrs</td>
<td>✔️</td>
<td>✔️</td>
<td>$999</td>
<td>★★★</td>
</tr>
</tbody>
</table>
Collaboration with Competitors

- Co-development of a product
- Strategic alliance – mutual benefit
- Referral and cross promotion
- Industry alliance
- Traffic Partners

Identify and compare solutions in the market