

*Connecting people and resources to  
accelerate discovery by empowering the  
science gateway community*



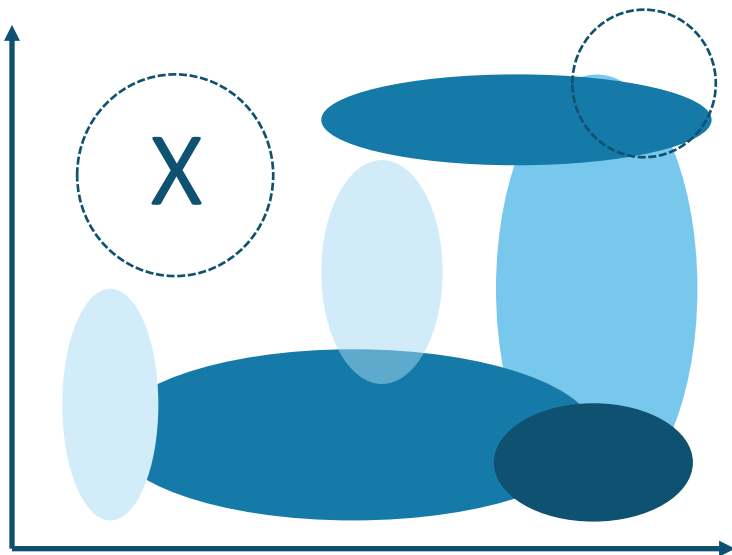
# **Gateway Competitors: how to identify, differentiate from, and work with them**

*Where does your gateway fit into the existing market?*



Award Number  
ACI-1547611

# 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
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- Laptop
  - Tablet
  - Mobile Phone
  - Etc...

# Market Drivers

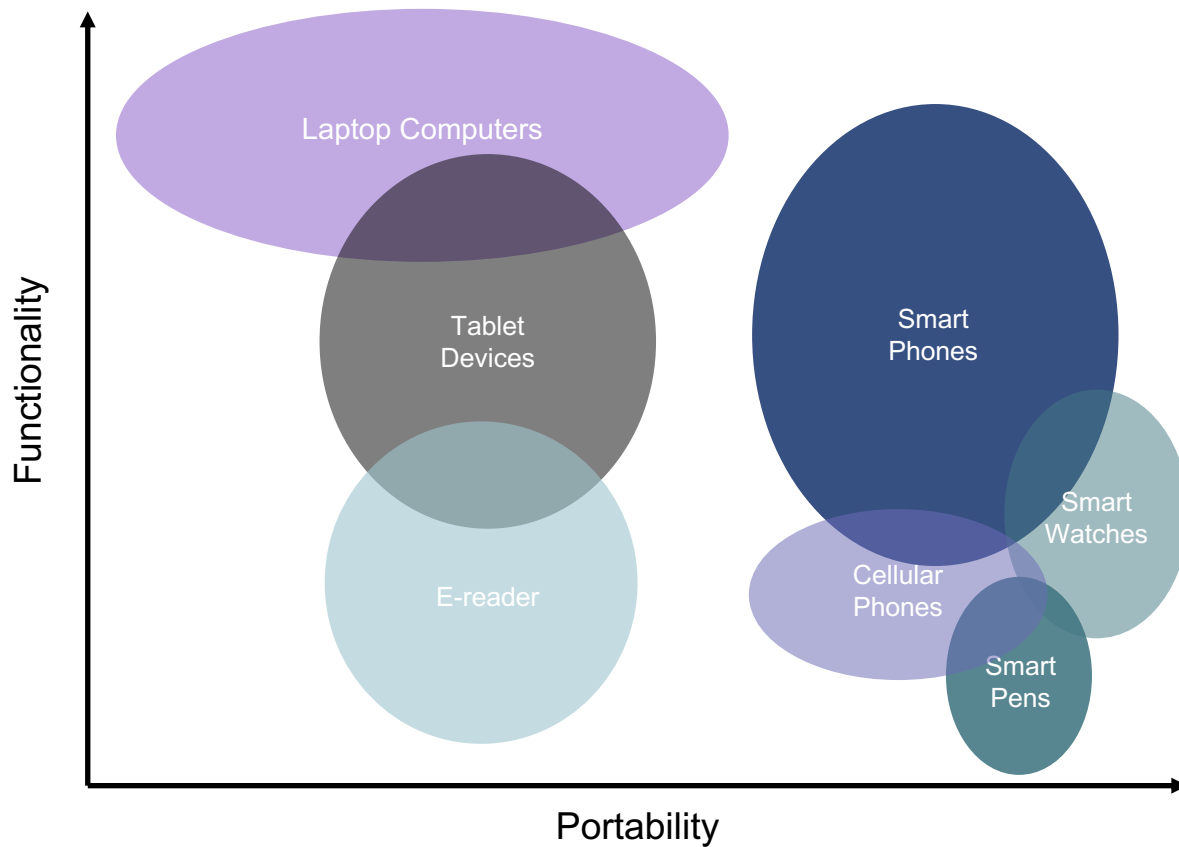
Step 3: Determine the Key Drivers in this Market

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

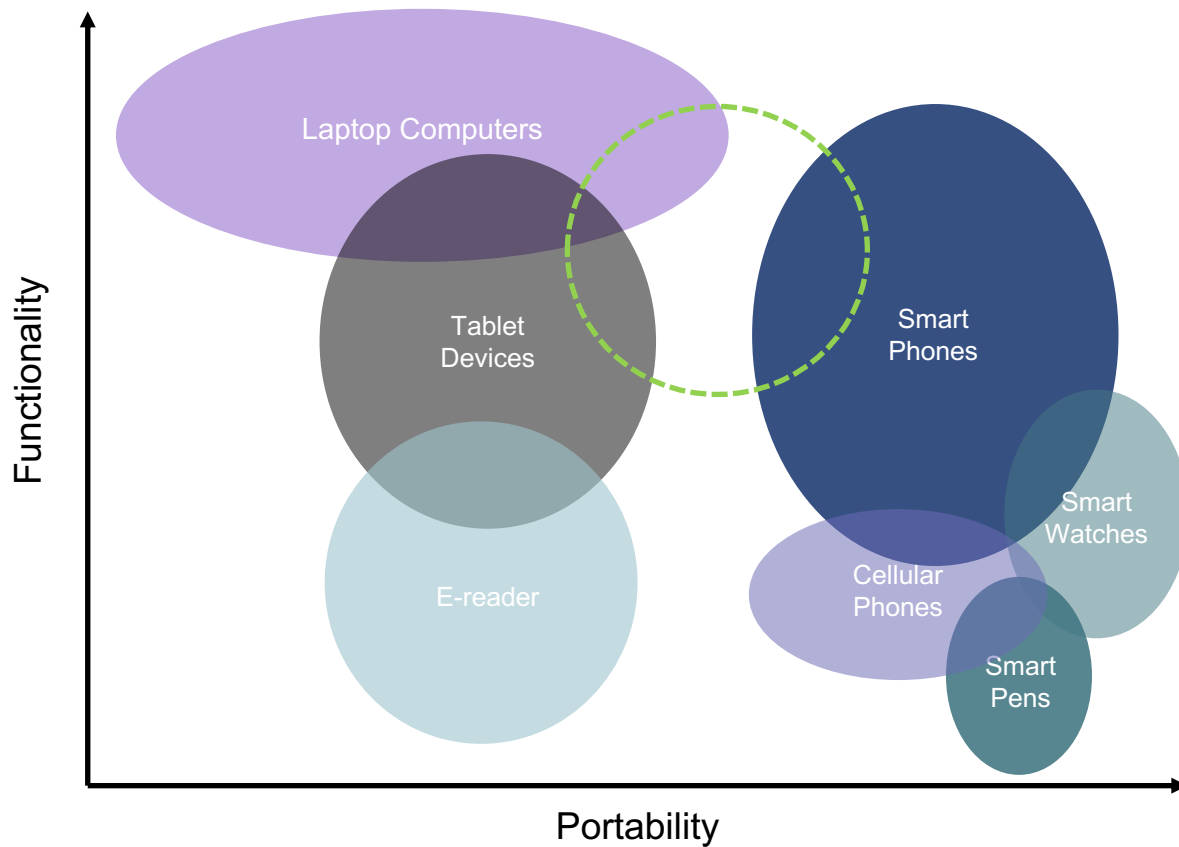
## Mobile Devices



# Highlight Your Opportunity

Step 5: Place your solution where it fits

## Mobile Devices



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# Competitive Profile

How do you compare to your competition?



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# 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

Company/ Product	Battery Life	Keyboard	Wifi and Cellular Connectivity	Price	Durability 1-5
New TabPhone	18-25 hrs	✓	✓	\$899	★★★★
Microsoft Surface Pro 6	13-18 hrs	✓	✓	\$899	★★★
Samsung Galaxy Note	15-16 hrs	✗	✓	\$999	★★★
iPhone 8 Plus	13-21 hrs	✗	✓	\$699	★★★
iPad Pro	9-10 hrs	✓	✓	\$999	★★

# Collaboration with Competitors

Identify and compare solutions in the market

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