

Appendix 2

Competitor Analysis

Name	Product / Service	Advantages	Disadvantages	Price	Competitor Risk	Why we are better
Your Details (ABCD)	<p>Provide relevant insights and information based on <i>a</i>, <i>b</i>, and <i>c</i> that are presented as <i>d</i> or <i>e</i>.</p> <p>The ability to <i>f</i> is embedded with these insights</p>	<p>User experience designed to add <i>g</i> that encourage <i>h</i>.</p>	<p>Lack of current integrations with <i>i</i>. Lack of current ability to process <i>j</i>.</p>	<p>Free with a premium tier at £X/month</p>	<p>Insights are not differentiated enough to provide value for users to sign up.</p>	<p>N/A</p>
Competitor 1 Name	<p>It offers <i>a</i>, <i>b</i>, and additional services as stand-alone products.</p>	<p>Several years ahead of ABCD in the development cycle and integrations.</p>	<p>Products are not integrated. Whilst they offer a suite of similar products to ABCD, ABCD combines and simplifies their product offering.</p>	<p>£XX - £XX per month</p>	<p>Limited UK presence – US focused</p>	<p>ABCD's focus on <i>c</i> and use of <i>d</i> ensures <i>e</i> is fairer.</p>
Competitor 2 Name						
Competitor 3 Name						
Competitor 4 Name						

Technical Specifications:

The ABCD product can be divided into two main parts: the *a*, including *b*, *c* and *d*, and the *f*. The *b* is an *g*. The *c* has an *h*, automatically *i*. It uses, amongst others, the *j* and *k*. All data is encrypted at *l* using *m* provided by *n*. All interaction between the *b* and *c* are controlled by *o* provided by *p*, which *q* to *r* appropriately. The *f* is being created by *s* and will use *t* and *u* to *v*.

