

What is the Other Guy Doing?

Getting Help from the Competition

Even though you may be addressing a community need in a new and different way, other organizations may be doing similar work, if not in the immediate area, then perhaps in other parts of the state or country. For example, a Venture building a nature trail might spend some time researching the Sierra Club or The National Audubon Society. When designing your organization, ask yourself: what have similar organizations done very well that you'll try to emulate---or done badly that you'll do differently? Take a few minutes to Google organizations similar to your Venture.

What other organizations or businesses address the same community need?	What are their strengths? What do people really like about them?	What are their weaknesses? What do people complain about?	What is their market? Who do they serve?	How do they reach their target market?	How do they differentiate themselves? How do they stand out from the crowd?
<i>Based on your research, what will you be sure your Venture does?</i>			<i>Based on your research, what will you be sure your Venture doesn't do?</i>		