

# Researching the Market and Your Competition

When starting a business or an organization, it can be helpful to research the competition. Who are they? What part of the market are they trying to reach? What are they good at? What are they bad at?

Who are your competitors? Think of businesses or organizations that provide similar products or services in or outside of your area.	
How do they differentiate themselves? How do they stand out from the crowd?	
What are their strengths? What are they known for? What do people really like about them?	
What are their weaknesses? What are they bad at? What do people complain about?	
What do they do that your Venture should also do— or do similarly?	
What is their niche or specialty? What niche will your Venture serve?	