

Competitive Analysis Template

The Startup Project — startupproject.org/templates/competitive-analysis/

Competitor Overview

Competitive Analysis Overview					
Metric	Your Company	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Company Name					
Founded					
HQ Location					
Company Size					
Funding Raised					
Last Funding Round					
Target Market					
Customer Count					
Annual Revenue (Est.)					
Market Share (%)					
Strengths					
Weaknesses					

Feature Comparison

Feature Comparison Matrix					
Metric	Your Company	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Core Features					
Feature 1	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial
Feature 2	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial
Feature 3	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial
Feature 4	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial
Feature 5	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial
Feature 6	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial
Feature 7	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial
Feature 8	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial	✓ / ✗ / Partial

Feature Comparison Matrix					
Integrations & Ecosystem					
Number of Integrations					
API Available					
Zapier Integration					
Webhook Support					
Developer Ecosystem					
Platform & Technical					
Web App					
Mobile App (iOS)					
Mobile App (Android)					
Desktop App					
Browser Extension					
Offline Mode					
Data Export					
Security/Compliance (SOC2, GDPR)					
Support & Services					
Email Support					
Chat Support					
Phone Support					
Onboarding/Training					
Documentation Quality					
Community/Forum					
SLA Guarantee					

Pricing Analysis

Pricing Comparison					
Metric	Your Company	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Pricing Model					
Free Plan Available?					
Free Trial Duration					
Pricing Structure	Per user / Flat / Usage-based				
Billing Frequency	Monthly / Annual				

Pricing Comparison					
Pricing Tiers					
Starter/Basic Tier	\$	\$	\$	\$	\$
Professional Tier	\$	\$	\$	\$	\$
Business/Team Tier	\$	\$	\$	\$	\$
Enterprise Tier	\$	\$	\$	\$	\$
Value Metrics					
Avg Contract Value (ACV)					
Discount Strategy					
Annual Prepay Discount					
Overage Charges					
Setup/Implementation Fee					

SWOT Analysis

SWOT Analysis		
Company	Your Company	Main Competitor
STRENGTHS		
1.		
2.		
3.		
4.		
5.		
WEAKNESSES		
1.		
2.		
3.		
4.		
5.		
OPPORTUNITIES		
1.		
2.		
3.		
4.		

SWOT Analysis		
5.		
THREATS		
1.		
2.		
3.		
4.		
5.		

Market Positioning

Market Positioning Map	
Positioning Dimensions	
X-Axis (Horizontal):	e.g., Low Price ↔ High Price
Y-Axis (Vertical):	e.g., Simple ↔ Feature-Rich
Competitor Positions	
Company	Position Description
Your Company	
Competitor 1	
Competitor 2	
Competitor 3	
Competitor 4	
Differentiation Strategy	
What makes you unique?	
What can you do that others can't?	
Why would customers choose you?	
What's your unfair advantage?	
What market gap are you filling?	

Win-Loss Analysis

Win/Loss Analysis		
Why We Win		
Reason	Frequency	Notes

Win/Loss Analysis		
Better product/features	High / Medium / Low	
Better pricing/value	High / Medium / Low	
Superior customer service	High / Medium / Low	
Easier to use	High / Medium / Low	
Better integrations	High / Medium / Low	
Stronger brand/reputation	High / Medium / Low	
Better onboarding	High / Medium / Low	
Unique capability	High / Medium / Low	
Why We Lose		
Reason	Frequency	Action Plan
Too expensive	High / Medium / Low	
Missing key features	High / Medium / Low	
Competitor has better brand	High / Medium / Low	
Integration gaps	High / Medium / Low	
Poor timing	High / Medium / Low	
Complexity/ease of use	High / Medium / Low	
Incumbent advantage	High / Medium / Low	
Budget constraints	High / Medium / Low	
Competitive Response Strategy		
When competitor announces new feature:		
When competitor drops price:		
When competitor wins a key account:		
When competitor gets funded:		
When competitor launches PR campaign:		