

High School BEAR Innovation

No matter what your solution, a competitive analysis is important. Whether your solution evolves into a for-profit or non-profit entity, users will have choices to make. Your solution will always be competing for time, attention, and resources.

- What **alternatives** do your customers have?
- How are they the **same?** How are they **different?**
- Why do customers choose each of the alternatives?
- What are the **competitive business models?** How are they similar/different?
- How will you **differentiate** your solution from alternatives?
- How are you better than the alternatives?

Adapted from Tech Stars Start Up Weekend

