Ideation 7: Competitor Research

Directions: Use this worksheet as a guide. *Note: Please make a copy and then edit to your needs.*

Competitor Analysis: Use the internet to find at least two other apps or inventions that solve the same or similar problem you are trying to solve. Fill in the boxes with your answers.

	Competitor 1:	**Competitor 2:**	**Competitor 3:**
How does this product work?			
What problem does it solve?			
Who is the target market?			
What is special about this product?			
What is missing from this product that you can include in yours?			
What isn't working?			
How much is this product selling for?			
What can you learn from this product?			

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TECHNOVATION Girls

How will you change your ideas based on what you learned from your competitors?

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