**<PROJECT NAME> COMPETITIVE ANALYSIS**

PMM owner: *PMM name*

Contributors: *PM name*

Last updated: *dd/mm/yy*

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| **Guide to writing and communicating a good Competitive Analysis**   * Keep it simple and concise, but be descriptive enough such that anyone can understand without additional context * A good analysis has covered the incumbents and known emerging threats * It should help you understand if we have a P1/2/3 level announcement to make and inform its Interstory and product messaging/positioning * Always have active and upcoming Intermissions and related Competitive Analysis printed in your team area |

## WHO ELSE HAS THIS?

|  |  |  |  |
| --- | --- | --- | --- |
| **WHO?** | **WHAT’S IT CALLED?** | **HOW DO THEY DESCRIBE IT?** | **HOW DO THEY PRICE IT?** |
| ***Upmarket Competitors*** | | | |
| Company | Feature name | **Feature headline**  Feature subhead and description. | * Feature of company’s core product, available on lowest tiered plan |
| ***Downmarket Competitors*** | | | |
| Company | Feature name | **Feature headline**  Feature subhead and description. | * Feature available on middle tiered plan |

## WHAT ARE THE COMMON FEATURES / FUNCTIONALITY?

✅ = Intercom has

|  |  |  |
| --- | --- | --- |
| **MOST COMMON** | **COMMON** | **UNCOMMON** |
| Feature ✅ | Feature ✅ | Feature ✅ |
| Feature | Feature | Feature |

## WHY WOULD PEOPLE HIRE INTERCOM OVER THE COMPETITION?

*Describe what we will be able to do that no competing product can and how it benefits the buyer of our product and/or the end-user (the buyer’s customer)*

|  |  |  |
| --- | --- | --- |
| **UNIQUE SELLING POINT(S)** | **BENEFIT FOR THE BUYER** | **BENEFIT FOR THE END-USER** |
| **Unique feature/capability**  Details of what the feature does go here. | **Why the buyer cares**  Details go here. | **Why the end user cares**  Details go here. |
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