



CENTER FOR HOMELAND
DEFENSE AND SECURITY
NAVAL POSTGRADUATE SCHOOL



HSx MODULE: ENTREPRENEURSHIP (STEP 11 – CHART YOUR COMPETITIVE ADVANTAGE)

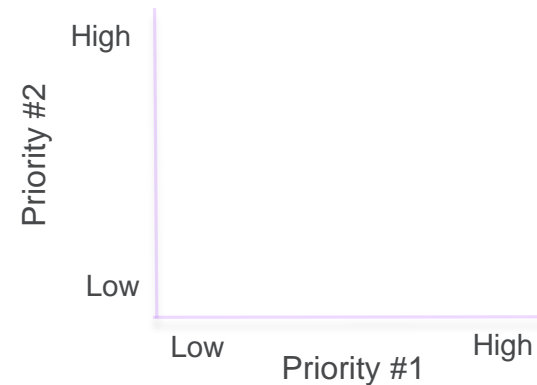


APRIL 2017

WHAT IS CHARTING YOUR COMPETITIVE ADVANTAGE?

- Defining your Competitive Position is a quick way to evaluate your product against your competition, including the customers status quo, based upon the top two priorities of the Persona. This will also be a very effective means to communicate your qualitative value position to the target customer audience in a way that should resonate with them.

HOW DO YOU CHART YOUR COMPETITIVE ADVANTAGE?



1. Divide both the x-axis and y-axis into two halves.
2. On the x-axis, write the number one priority of your Persona.
3. On the half of the x-axis closer to the origin, write the “bad state” of this priority.
4. On the other half of the x-axis, write the good state of this priority.
5. On the y-axis, place the number two priority of your Persona. Write the bad state on the half of the y-axis closer to the origin, and the good state on the other half of the y-axis.
6. Plot your business on the graph, along with those of your competitors. Also include the customers “do nothing” option.

REFERENCES

- How To Chart Your Competitive Position - Bill Aulet (Pt 1) -
<https://www.youtube.com/watch?v=Th6jzUJKkZo&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz&index=28>
- How to Chart Your Competitive Position - Bill Aulet (Pt 2) -
<https://www.youtube.com/watch?v=tpyToalceGg&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz&index=29>
- Vimala Palaniswamy, CEO of Demeter, Explains Her Startup & Its Persona -
<https://www.youtube.com/watch?v=S5gwfSKz7H4&index=30&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz>
- How to Chart Your Competitive Position: Demeter Case Study -
<https://www.youtube.com/watch?v=fdMaqIV8h9M&index=31&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz>
- Tips for Entrepreneurs - Vimala Palaniswamy, CEO of Demeter -
<https://www.youtube.com/watch?v=DOCWIAzcX2U&index=32&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz>

Entrepreneurial Process – Chart Your Competitive Advantage

Date of information: 15 April 2017

Overview: Defining your Competitive Position is a quick way to validate your product against your completion, including the customer's status quo, based upon the top two priorities of the Persona. This will also be a very effective means to communicate your qualitative value position to the target customer audience in a way that should resonate with them.

Why is this step necessary? Lining up the Core of your company and Value Proposition to meet the top two needs of your targeted portion of the market you are going for is the goal of this step. If these items align your company will be in a position that other companies may struggle with or completely lack the ability to provide.

Educational Videos and Short Classes:

- How To Chart Your Competitive Position - Bill Aulet (Pt 1) –
 - <https://www.youtube.com/watch?v=Th6jzUJKkZo&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz&index=28>
- How to Chart Your Competitive Position - Bill Aulet (Pt 2) –
 - <https://www.youtube.com/watch?v=tpyToalceGg&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz&index=29>
- Vimala Palaniswamy, CEO of Demeter, Explains Her Startup & Its Persona –
 - <https://www.youtube.com/watch?v=S5gwfSKz7H4&index=30&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz>
- How to Chart Your Competitive Position: Demeter Case Study –
 - <https://www.youtube.com/watch?v=fdMaqIV8h9M&index=31&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz>
- Tips for Entrepreneurs - Vimala Palaniswamy, CEO of Demeter –
 - <https://www.youtube.com/watch?v=DOCWIAzcX2U&index=32&list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz>
- How to Develop Competitive Advantage –
 - <https://www.youtube.com/watch?v=S9O2oPbT3fs>
- Competitive Strategy in 3 Minutes –
 - <https://www.youtube.com/watch?v=bl5cyZlay4k>
- 7 Steps to Creating a Competitive Advantage - Pepperdine University –
 - <https://www.youtube.com/watch?v=BM4nNsvmRaE>
- Maintaining The Competitive Advantage Warren Buffett –
 - https://www.youtube.com/watch?v=_3Qh9iVILoE
- The changing sources of competitive advantage | London Business School
 - <https://www.youtube.com/watch?v=GVP0tb6FzCs>