Competitor & Differentiation Canvas

Understand why customers choose existing sellers. A new logo or a lower price alone does not establish a competitive advantage.

Target customer group

Location / selling channel

1. Three existing alternatives

Seller / Channel	What they do well	Customer problem to validate
1.		
2.		
3.		

2. Your reason to be chosen

Specific customer problem we will solve:

How our offer will be meaningfully different:

Evidence customers value the difference (paid orders, feedback):

3. How we will prove it

Pilot offer

Success measure

Deadline