Competitor Landscape

Put your research in one clear view. Compare audiences, offers, and differences, then capture the opportunity for your team.

Research focus: Team coordination | Illustrative examples, not market research

Company / alternative	Audience	Core offer	Observed difference	Source / checked	Opportunity / question
Maple Desk (fictional)	Independent teams	Simple project workspace	Minimal setup	Illustrative example only	How much setup do buyers accept?
Harbor Suite (fictional)	Growing agencies	All-in-one operations	Many connected workflows	Illustrative example only	Which workflows matter most?
Shared spreadsheet	Small internal teams	Flexible custom tracking	Familiar and adaptable	Illustrative example only	Where does manual work accumulate?
Current manual process	Teams exploring change	Email and meeting notes	No new tool to learn	Illustrative example only	What would make switching worthwhile?

Illustrative example. Replace the sample data with your team's information. Editable version included as a separate Excel download.

Free to adapt and share within your team. Not for resale or redistribution as a template collection.

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Team / project: _____ Period / date: _____

Company / alternative	Audience	Core offer	Observed difference	Source / checked	Opportunity / question

Blank worksheet - calculate totals manually. The Excel file includes automatic summaries.

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