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# FUD Battlecard Template

Building a case for overcoming fear, uncertainty, and doubt

# Competitive Feedback Overview

Fears

Uncertainties

Doubts

# Competitor Overviews

Competitor \_\_\_\_\_

Competitor \_\_\_\_\_

Competitor \_\_\_\_\_

FOUNDED			
# OF EMPLOYEES			
ESTIMATED REVENUE			
FUNDING			
INDUSTRY REPUTATION			

# Competitors | Strengths & Weaknesses

Competitor \_\_\_\_\_

▶ STRENGTHS

▶ WEAKNESSES

Competitor \_\_\_\_\_

▶ STRENGTHS

▶ WEAKNESSES

Competitor \_\_\_\_\_

▶ STRENGTHS

▶ WEAKNESSES

# Comparative Weaknesses & Response

Competitor \_\_\_\_\_

▶ WEAKNESSES

▶ COUNTER RESPONSE

Competitor \_\_\_\_\_

▶ WEAKNESSES

▶ COUNTER RESPONSE

Competitor \_\_\_\_\_

▶ WEAKNESSES

▶ COUNTER RESPONSE



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