

Competitive Overview Template



Competitor Overview

COMPETITORS	Competitor Type	Description	Location	Number of Employees
COMPETITOR 1				
COMPETITOR 2				
COMPETITOR 3				

Organizational Structure

COMPETITOR 1

Organizational Structure

Key Execs

Founders

COMPETITOR 2

Organizational Structure

Key Execs

Founders

COMPETITOR 3

Organizational Structure

Key Execs

Founders

Key Financials

COMPETITORS	Funding	Revenue
COMPETITOR 1		
COMPETITOR 2		
COMPETITOR 3		

Corporate Analysis Summary

COMPETITOR 1

Key Learnings

Opportunities

Threats

Next Step

Corporate Analysis Summary

COMPETITOR 2

Key Learnings

Opportunities

Threats

Next Step

Corporate Analysis Summary

COMPETITOR 3

Key Learnings

Opportunities

Threats

Next Step
