Project Website: Competitive Analysis

◆ Series of bullets, each describing a product or feature that competes with yours

◆ These can be off-the-shelf products or academic projects

◆ For each bullet, provide

  ► Name of project, with link to URL

  ► 1 sentence about the competing product or project

  ► 1 sentence about how your project differs from this competitor

    ● Differentiators: Cost, portability, features, …..

  ► If there is a picture of the product, by all means, provide it (if it helps)

◆ You can have as many bullets as you like

  ► Not acceptable to have zero bullets or just one – this would mean that you did not do your competitive analysis correctly

◆ Caution

  ► Do not be disparaging of others' work

    ● Avoid sentences like "This product is useless." or "This product is poorly documented"

    ● Stay factual and objective – this is what you would do in industry