

Market Understanding & Differentiation Assessment

Market Fundamentals

- **What is your total addressable market?** Define both the theoretical maximum market size and your realistically serviceable portion. Include your assumptions and calculation methodology.
- **What problem are you solving?** Explain your value proposition in simple terms a sixth grader would understand. If you can't articulate it simply, you may not understand it well enough.
- **What key market trends are driving change?** Identify technological, regulatory, social, and economic shifts creating opportunities or threats in your space.

Customer Intelligence

- **Can you describe your customer's daily workflow in detail?** Walk through your target user's typical day. Detail specifically how, when, and why they would use your solution. Include both the functional and emotional aspects of their experience.
- **Who influences purchasing decisions?** Map out all stakeholders involved in the buying process - end users, decision makers, influencers, and potential blockers. Understand their distinct needs and objections.
- **Have you validated your assumptions?** Detail your customer research methodology and key findings. How many potential customers have you interviewed? What surprised you? How did their feedback change your approach.

Competitive Analysis

- **Why do customers choose your competitors?** Break down each competitor's value proposition, strengths, and loyal customer segments. What are their customers afraid of losing by switching?
- **What makes established players vulnerable?** Identify competitor blind spots, underserved segments, and emerging needs they're slow to address. What inefficiencies do they tolerate that create opportunities?
- **How is the competitive landscape evolving?** Map potential new entrants, consolidation threats, and how AI/automation might reshape competition. What defensive moats are you building?

Differentiation & Positioning

- **What is your sustainable competitive advantage?** Define your core differentiator - whether technology, business model, or operational excellence. Explain why it's defensible and how it delivers unique customer value.
- **How do you prove your differentiation?** List specific proof points - metrics, case studies, testimonials, or partnerships that make your claims credible. How do you overcome skepticism?
- **Why hasn't this been done before?** Explain what specific changes in technology, regulations, or customer needs make your solution viable now. Why is this the right time?

Future Planning

- **What's your best case/worst case scenario?** Project your market position in 3-5 years under different scenarios. Consider both opportunities and existential threats.
- **How might AI transform your market?** Detail specific ways AI could enhance or disrupt your business model. What's your strategy to leverage or defend against AI advances?
- **What are your key assumptions?** List the critical beliefs underlying your market strategy. How are you testing them? What would invalidate them?