

Accelerated Excellence Program

Competitor analysis

Venture name:					
Competitor name	Website	Business concept / positioning	How you are different	Pricing model	General comments
Example: Car2go (a competitor of BlueMove)	https://car2go.com	Cheaper & more convenient than a taxi	Longer term cheaper; collection point; bookable	Price per minute	Niched in short distance market; electric cars, small (easy parking); park anywhere (Council negotiation); good operating margins (high utilisation).