

POSITIONING CANVAS

1

What are the **strengths** of your most important competitors?

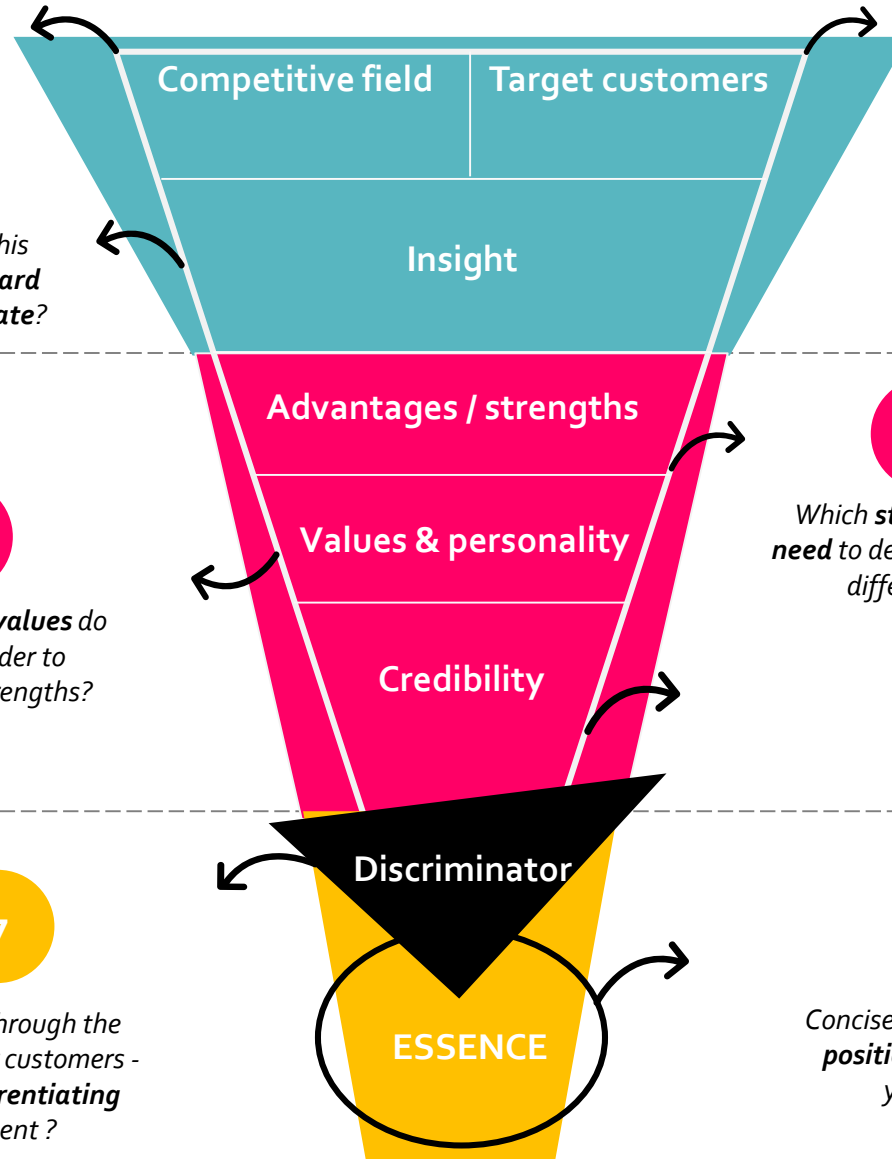
3

What can you do for this customer, that will be **hard** for competitors to imitate?

2

What is the **profile** of your customers and what are their **needs**?

EXTERNAL



4

Which **strengths** do you need to develop to build this differentiation?

5

Which **company values** do you need in order to sustain these strengths?

6

Why would **customers believe** your solutions outperform competition?

INTERNAL

7

What is -through the eyes of your customers- **THE differentiating** element?

8

Concise description of **how to position yourself** towards your customers.

FOCUS