

Stakeholders

Actors that influence your business



Substitute offers

Products & services from competitors in your market and others

Competitors

Who are they and what are their advantages and strengths?



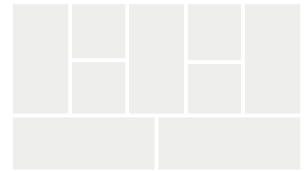
Suppliers & Value chain actors

Key players in your industry value chain. Spot emerging players.



New entrants

Who are they and how are they different? Learn!



Competitive Analysis Canvas 2.0

Inspired by the method from www.businessmodelgeneration.com



Project

Workshop

Done

Saved online