

Target Profiling and Competitive Landscaping



Competitive Grid – Market Leaders

Features	Companies									
	Education 1	Education 2	Education 3	Education 4	Education 5	Education 6	Education 7	Education 8	Education 9	Education 10
Sectors										
K-12		✓	✓	✓	✓	✓	✓	✓	✓	✓
Higher Education	✓									
Corporate		✓								
Government										
Lecture Capture										
Mobile Application	✓									
Flipped Classroom										
Live Streaming	✓									
Interactive Live Session	✓									
Video Management Solutions										
Time Stamped Feedback	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Video Feedback	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Capturing and Branding										
Instant Search										
VOD			✓							
Instant Quizzing			✓							
Enterprise YouTube										
Rubric Scoring	✓	✓								
Workshops										
Desktop Share			✓							
Peer Feedback	✓									
Financials										
Founded		2011		2009						
Revenue		\$5.00		\$4.30						
Employees		33		29						
Amount Raised		\$4.00		-						

Competitive Profiles

Overview:
An online platform that allows students and corporate learners to record and assess video-based presentations as an assignment. The company had an estimated TTM revenue of \$500k and 30 employees. The company was founded in 2009 and is headquartered in ex, TX.

Solutions:

1. Solution 1

Brief

1. Sub solution 1

- Offers 30 different activities:
 - XXX
- Features:
 - X
 - Y
 - Z

Brief

- Offers 3 different activities:
 - XXX
- Features:
 - A
 - B
 - C

Customers:

Partnerships:

- Co. X's **Learning** is integrated with Co. Y's **Learning**.
- Activities are pre-loaded into the **Learning** path for a growing list of **Co. Z** textbooks.
- Co. Y's **Learning** integrates virtual classroom capabilities into its Learning Environment.
- Co. X and Co. Y's **Learning** it easy to have visual, two-way communication between learners and instructors that is engaging and collaborative.
- Co. Y's full suite of video-based assignments are also available in Brightspace through an LTI integration.
- A Publishing partnership with Co. Z create engaging, interactive learning experiences centered around its published content.
- Co. Y's Video Assignments, developed based on the content within A's publications, enable assessment of learner comprehension.

Recent Developments:

- Aug 08, 2018: Co. Y appears on **Co. Z** list for second consecutive year ([Link](#))
- Co. Y was ranked No. 100 on the 2018 annual **Co. Z** list of the nation's fastest-growing private companies for 2018. The Company was ranked 99th on the 2018 list.
- Mar 06, 2018: Co. Y launches **Co. Z** ([Link](#))
- Co. Y unveiled a new video assessment platform "B" that facilitates soft skill development across every stage of learning.

Request and Guidelines Provided

- To provide an understanding of the target's business and competitive environment
- To understand the products /services / solutions offered by the target and it's competitors
- To understand where the target company stands in comparison with it's competition

Methodology and Final Deliverable

- Research and finalize a set of competitors using databases and by conducting desktop research
- Each company's profile includes a brief overview, funding history, all products / services / solutions offered, customers and industries served, partnerships and major recent activity
- The output includes each competitors profile, a competitive grid and an executive summary
- The competitive grid helps understand all the products, services, solutions offered by all the companies and other features and aspects

Identified, analyzed and profiled target and it's competitors, thereby presenting a glimpse of the competitive environment