

## **Competitive advantage**

1. Who are your top three competitors?	2. What do they do really well?
3. What are they missing?	4. Do you have any intellectual property that makes your business unique?  ———————————————————————————————————
5. Identify any intellectual assets that make your business stand out.	6. What is your competitive advantage?
7. How will you communicate your advantage?	8. How will you protect your advantage?