

AI-Powered Research That Would Take Adults a Week + Market, Competition, and Positioning

Know who's out there. Beat them anyway.

Theme: The Market Map • Homework: 60 min • Project: 75 min

WHAT'S INSIDE

01 **Take-home assignments**

Missions to complete tonight.

02 **Project steps**

Ship one thing before Demo Day.

03 **Reflection prompts**

Write, don't just think.

04 **Master checklist**

Tick it. Prove it. Done.

Homework — Day 4

Estimated time: 60 min

01 Deep Research report

Run the market analyst prompt on your niche. Save the full report as a PDF.

02 3 competitor tear-downs

Screenshot pricing, homepage, and 3 reviews for each of your top 3 competitors. Identify one specific thing each does wrong.

03 Positioning statement v1

Fill in the 'For X who Y, we are Z' template. Then rewrite it 5 times. Pick your favorite.

REFLECTION — WRITE, DON'T THINK

☐ What's the biggest gap you found in the market?

☐ Which competitor scares you? Which one shouldn't?

☐ What's the one word that describes what makes you different?

Project Kit — The Competitive Map

Estimated time: 75 min

THE GOAL

Build a visual 2x2 map of your market and a one-slide positioning statement.

MATERIALS

Perplexity or Deep Research	Figma / Canva / Miro	
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STEPS

01 Collect 10 competitors

Use Perplexity. Include big brands, indie hackers, and one weird outlier.

02 Pick your 2 axes

Not price vs quality (boring). Try: DIY vs done-for-you × serious vs playful.

03 Plot everyone

Logo dots on the map. Yours in a different color.

04 Add the positioning card

One slide with your final positioning statement in giant type.

DELIVERABLE

One PNG map + one positioning slide, both uploaded.

RUBRIC — HOW WE JUDGE

✓ Insight

Do the axes actually reveal something?

✓ **Placement**

Is your dot in a defensible spot — not just wishful?

✓ **Positioning**

Would this statement fit on a t-shirt?

✓ **Design**

Clean, legible, screenshot-worthy.

Tick each box only when it's actually done.

HOMEWORK MISSIONS

- ☐ Deep Research report
- ☐ 3 competitor tear-downs
- ☐ Positioning statement v1

PROJECT STEPS

- ☐ Collect 10 competitors
- ☐ Pick your 2 axes
- ☐ Plot everyone
- ☐ Add the positioning card

SHIP IT

- ☐ Reflection questions answered in writing
- ☐ Deliverable submitted: One PNG map + one positioning slide, both uploaded.
- ☐ Posted to the camp gallery / shared with a friend

Done? Sign it. Date it. Show up tomorrow ready to build.

Signed _____ Date _____