

Project Kit — The Competitive Map

Know who's out there. Beat them anyway.

Theme: The Market Map • 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.