**Market Research Results**

**Team Representative**

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| **Name:** |
| **UČO (personal university number):** |

**Analysis of the Competition**

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| **Competitor No 1** |
| **Who are they? Name, website, etc.** |
| **Competitor’s main advantages over your team:** |
| **Competitor’s main disadvantages compared to your team:** |

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| **Competitor No 2** |
| **Who are they? Name, website, etc.** |
| **Competitor’s main advantages over your team:** |
| **Competitor’s main disadvantages compared to your team:** |

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| **Competitor No 3** |
| **Who are they? Name, website, etc.** |
| **Competitor’s main advantages over your team:** |
| **Competitor’s main disadvantages compared to your team:** |

**Market Research**

**What market do you aim for? (local/Czech/European/global)**

**Market size (number of potential customers in the market):**

**Interviews with potential customers**

* **How many interviews did you carry out?**
* **Key findings/outputs:**