

Secret sauce

Modules > Scoping > Understanding the market > Secret Sauce

Now that you have looked at your competitors and the solutions out in the market already, it is good to reflect as a team and discuss how your findings affect your idea, in particular your “secret sauce” in your elevator pitch.

Task

In your teams, using the competitor profiles, breakdown and list all the features of their solution and discuss:

- What do your competitors do well?
- What could be improved?
- What is their “secret sauce”?
- How does this new knowledge affect your mini elevator pitch?

By the end of this discussion you should update your scoping checklist with the key things you have learnt and any changes to your mini elevator pitch.

Just as a reminder your mini-elevator pitch is structured like this:

My team, [team name], is developing [platform idea] to help [target audience] [solve a problem] [with secret sauce]