



# Competitive Map Guidebook

# Table Of Contents

About Us .....	3
What Are We Looking For? .....	4
Introduction.....	6
Market Overview .....	7
Key Market Metrics.....	8
Market Players.....	9

Market Milestones .....	10
Company Key Milestones .....	11
Marketing Strategies.....	12
Product Differentiation.....	13
SWOT Analysis .....	14
Contact Us .....	15

# About Us

## Founded

Founded in 2014, Krypton Venture Capital was created to disrupt the traditional venture capital industry. Krypton became the first seed fund in Israel with a positive ROI in less than three years.

In 2018, we created Krypton VC 4.0, expanding our investment scope to smart investments in **Tech & Internet Ventures in Initial Revenue Stage.**

## Aim

Krypton's aim is to bring added value to the table with its strategic marketing expertise. Our skillset saves valuable time and money by shortening learning curves and bringing business insights to the table through introduction of unexpected markets and verticals.

## Investment

As part of our unique investment mechanism, we focus on Go-To-Market Strategy with KPIs driven, and we let the voice of the internet dictate the strengths and weaknesses of any given product - **"No Wasted Time"!**

## Revolutionary

This new approach gives Krypton the edge to revolutionize investments, while also providing the additional capital to ensure startups can maintain and finance a healthy and profitable business for the long run.

“Krypton’s aim is to bring added value to the table with its go-to-market expertise.”

# What Are We Looking For?

Krypton VC 4.0 focuses on seed **tech and internet ventures in initial revenue stage**, across various verticals such as:

**B2B SaaS**

**Web Technologies**

**Fintech**

**Mobile**

**Insurtech**

**FashionTech**

**TravelTech**

**FoodTech**

**Marketplace**

**E-commerce**

**Consumer Tech**

**Gaming**

**Video**

**Social**

**AdTech**

**Blockchain**

# What Are We Looking For?

**Krypton VC looks for three main things in a startup:**

## **Strong, Fully Dedicated Team**

The DNA of a startup is its team. We think it is of utmost importance that the team we are investing in is equally invested in their startup.

## **Ready or Almost Ready Product**

Our model is centered around mass intelligence, and in order for us to effectively assess a startup's potential, the product needs to be ready to be thrown into the world to begin gathering data.

## **A "Me Too" Market**

At Krypton VC 4.0, we love competition. Our competitors provide us with a proof of concept as well as invaluable information that will save your startup a lot of time and money. As such, a "Me Too" market allows us to get a sense of the environment, climate, and market potential. The Go-To-Market Strategy is pivotal to our analysis in discovering a successful startup.

# Introduction To The Competitive Map

## Congratulations!

If you are reading this it means you've made it to the Competitive Map Analysis Stage of the Krypton Investment Process.

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This guidebook will guide you through the process of conducting a comprehensive Competitive Map Analysis.

Conducting a Competitive Map Analysis is beneficial to any startup and will provide you with the knowledge necessary to compete in your market.

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Your new found knowledge will help you determine the best marketing strategies for success.

**If you have any questions throughout the process, then feel free to contact us and we will be glad to help.**

\*Please note that the purpose of this guidebook is to give you an idea of what we're looking for and not to limit your creative process - feel free to complete the analysis however you see fit

# Market Overview

Your analysis should include an overview of the market.

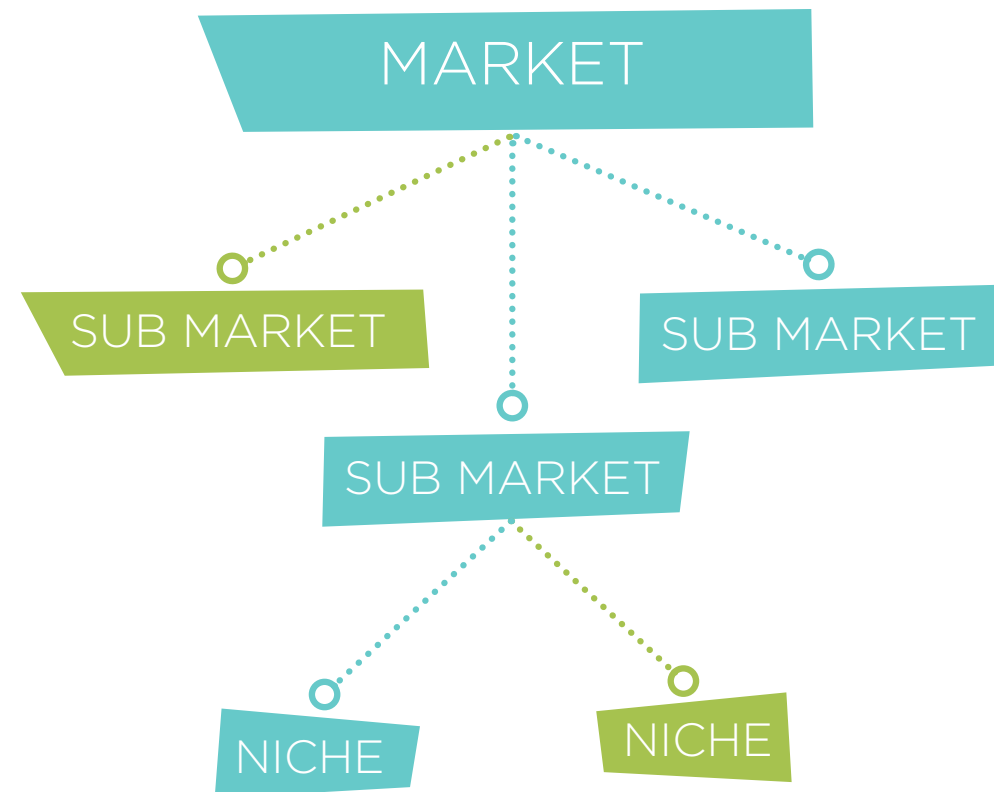
Your overview should answer the following questions:

- ▶ What is the market?
- ▶ Who is the market for?
- ▶ How big is the market currently?
- ▶ How big is the market potentially?

A picture is worth a thousand words

When relevant/possible your overview should include charts/graphs.

Use a tree to illustrate the context of your market (e.g. below)



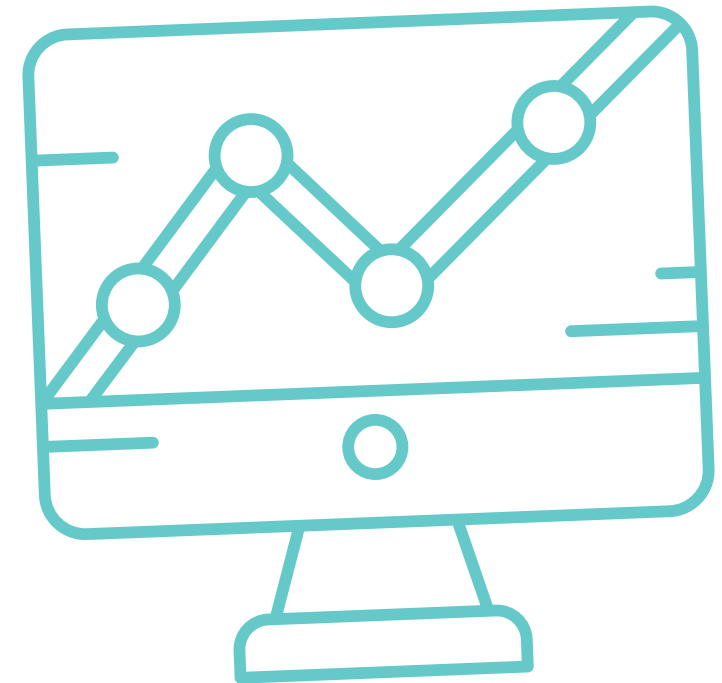
# Key Market Metrics

What are some of the Key Market Metrics, also known as Key Performance Indicators (KPI), for your markets?

KPIs are important tools used for comparing the success of the players in your market.

**KPIs differ from market to market but some common KPIs include:**

- ▶ Revenues
- ▶ # of Users
- ▶ Daily Active Users (DAU)
- ▶ Monthly Active Users (MAU)
- ▶ Total Registered Users
- ▶ Total Paying Users





# Market Players

Who is making money in your market?

**Where to find the info:** Google, CrunchBase, LinkedIn, Alexa, SimilarWeb or competitor websites.

**\*\*PLEASE NOTE\*\*** While it is okay to include one or two giants in your analysis, please focus your research on companies that have entered the market in the last few years and have not raised many millions of dollars.

Key information differs from market to market, but might include:

- ▶ **Date Founded / Headquarters:**  
CrunchBase
- ▶ **Alexa/SimilarWeb ranking:**  
Alexa.com/SimilarWeb  
(the lower the ranking the better)
- ▶ **# of employees:**  
CrunchBase/LinkedIn
- ▶ **Revenues:**  
Google search (multiplying # of users by subscription fee can give a rough estimate)
- ▶ **# users/downloads:**  
Google Search/Google Play Store
- ▶ **Subscription Fees:**  
Company website
- ▶ **Money raised:**  
CrunchBase/Google search
- ▶ **Cost per Acquisition (CPA):**  
Google search, company website  
(see if they do affiliate marketing)
- ▶ **Valuation:**  
Google search
- ▶ **Average Lifetime Value of a User (LTV):**  
LTV = Average User Retention (months) \*  
Average User Revenue (per month)
- ▶ **Website Traffic:**  
SimilarWeb
- ▶ **Revenue Model:**  
Company website

# Market Milestones

Let us know if anything exciting has happened in your market.

ACQUISITIONS

COMPANY REACHES  
A CERTAIN SIZE

MARKET REACHES  
A CERTAIN SIZE

IPOs

MERGERS

# Company Key Milestones

- Q1. 2012** Seed Funded
- Q3. 2012** Launched Alpha of God of Axion
- Q1. 2013** Launched Monetizable beta for GoA
- Q2. 2013** Achieved ARPDau of \$0.37
- Q3. 2013** Completed design of our first mobile strategy game Sky Wars: Archon Rises
- Q4. 2013** Assembled in-house Unity development team
- Q4. 2013** Raised strategic angel investment round of \$2m
- Q1. 2014** Assembled a world class design and art team
- Q4. 2014** Alpha launch Sky Wars: Archon Rises
- Q2. 2015** Raised \$4.5m in \ Convertible Loan
- Q4. 2015** Beta lunch: Great KPIs



\*Please note that this applicable to those with mobile applications.

# Market Strategies

Tell us about the marketing strategies of the different players in the market.

SimilarWeb is an excellent source for background information.

Marketing strategies might include:

## PPC Advertising (Pay-per-Click)

- ▶ Google
- ▶ **facebook**

## Affiliate Marketing

- ▶ Revenue Share
- ▶ CPA
- ▶ CPN

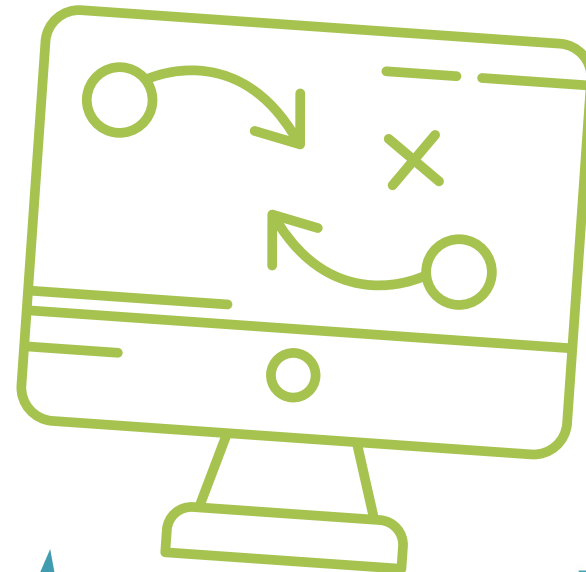
## Social Media

- ▶ **facebook**
- ▶ **twitter**

- ▶ Emails
- ▶ Sales Teams
- ▶ Blogs
- ▶ Articles
- ▶ TV
- ▶ Radio

## Content Marketing

- ▶ AdSense
- ▶ Taboola
- ▶ Outbrain



# Product Differentiation

Tell us how the products of you and your competitors are different from one another.

See example shown to the right:

Features	Competitor #1	Competitor #2	Competitor #3
Freemium Model	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customer Support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Direct Sales	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mobile App	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pricing Range	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
PC Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Locked Features	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

# SWOT Analysis

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

Tell us the SWOTs of your company as compared to the market as a whole.

**STRENGTHS**



**WEAKNESSES**



**OPPORTUNITIES**



**THREATS**



# Contact Details

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