

2x2: Overview

The 2x2 diagram exercise allows you to identify how different competitors are positioning themselves and make visible the area where you are or will be competing. Additionally, it also helps uncover opportunities and potential untapped markets. It is a simple and accessible tool, useful in multiple settings.



2x2

Instructions

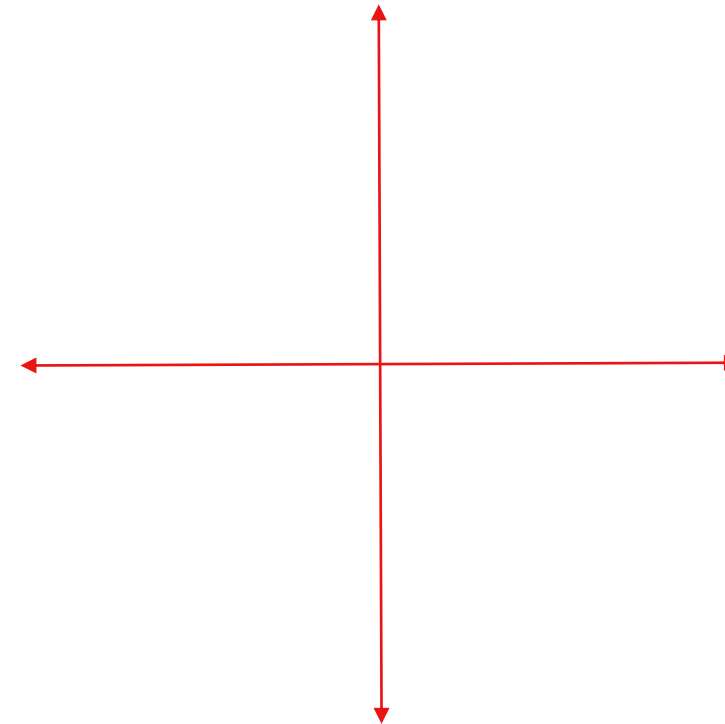
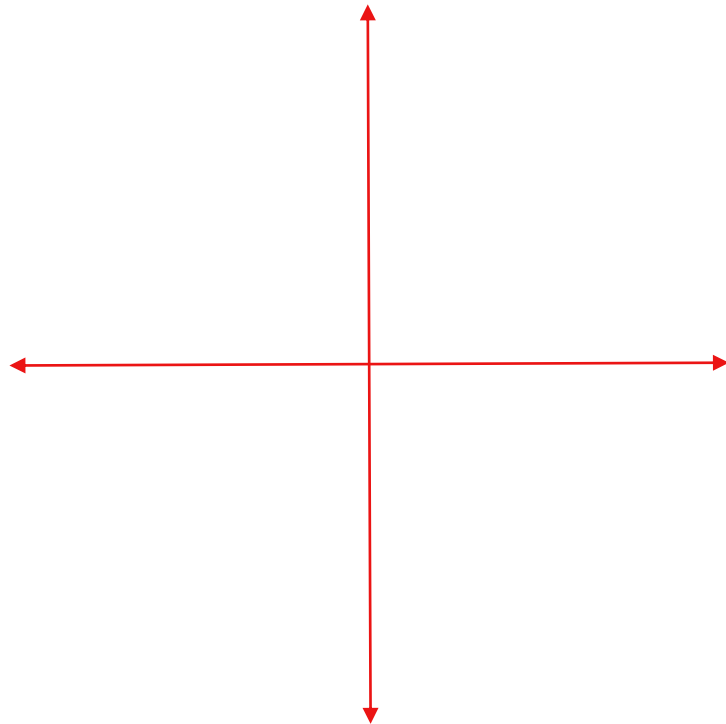
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1. List your competition
 2. Create a 2x2 table
 3. List a couple of key variables (minimum of 6)
 4. Pick two variables, one for each axis
 5. Place your competitors on the table – if you are not uncovering any kind of differentiation between competitors/products you might consider picking different variables
 6. Once you've uncovered differentiation, see where your organization/product can fit

Tip: Picking the two variables is the perhaps the most difficult part. Experiment with variables until you feel you have found the right two that give you a better understanding of the landscape and ways to create differentiation.



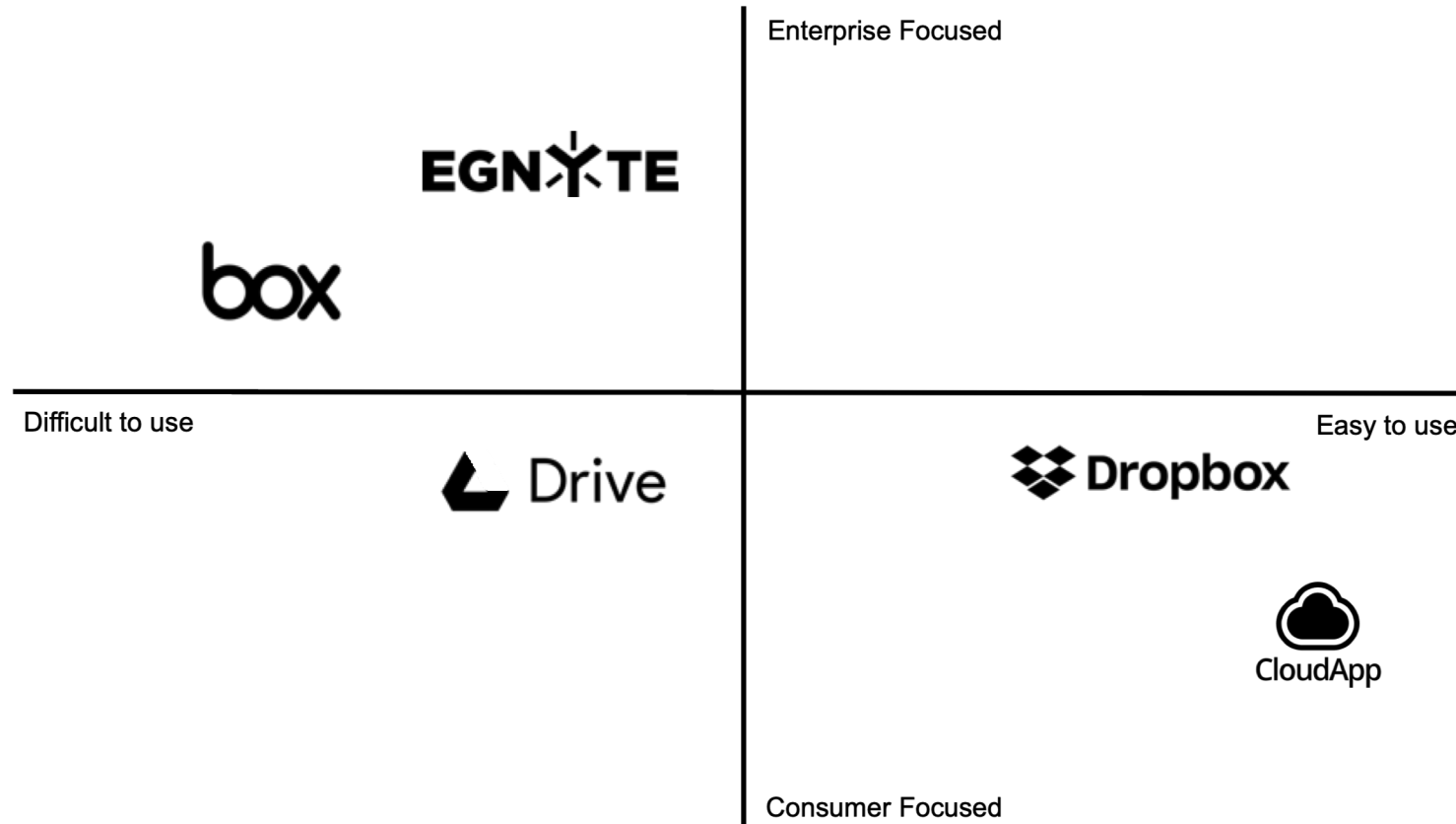
2x2 – List your competition and identify some key variables (minimum of 6). Pick two variables, one for each axis.

Place your competitors on the chart – if you are not observing any kind of space between competitors/products you might consider picking different variables. Once you have uncovered differentiation, see where your organization/product can play.



Example: 2x2

Online storage products



A 2x2 is useful to identify whether you're operating in a crowded market. It can also help you pick areas to develop a competitive advantage and differentiate yourself from the competition.

