

Finding “white space”:

compare your benefits to the available alternatives

	feature	feature	feature	feature	
	(benefit)	(benefit)	(benefit)	(benefit)	
You					
Comp 1					
Comp 2					
Comp 3					
Sub 1					
Sub 2					
Sub 3					
etc					

Tip 1: Consider substitutes as well as competitors

Tip 2: Think about the customer job to be done: pains removed, gains made

Tip 3: Features are reasons to believe benefit claims

MammOptics Whitespace Grid

	Risk	Invasiveness	Resolution	False Pos.	False Neg.	Device Cost	Time Required
MammOptics				5%			1 min
Mammography	High	High	.6 cm	25%	30%	20-50k	20 min.
MRI	Medium	Medium	.1 cm	70%	5%	1000k	45 min.
Ultra-Sound	Very Low	Very Low	>.6 cm	>30%	>40%	5-15k	20 min.