



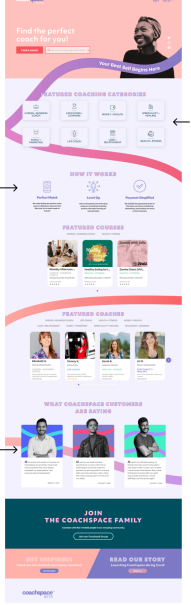
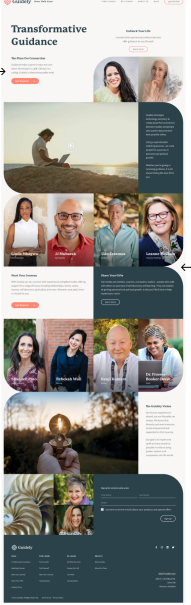
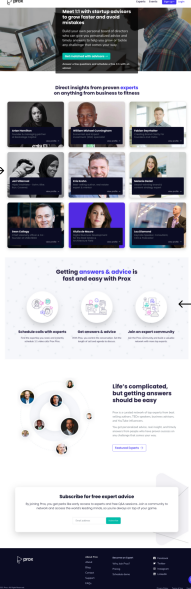



Competitive Analysis					
----------------------	--	---	--	--	--

About	<ul style="list-style-type: none"> A business mentorship program that connects users to mentors and entrepreneurs to help small businesses thrive 	<ul style="list-style-type: none"> Streamlined coaching process that matches users by their keyword and filter tool 	<ul style="list-style-type: none"> Connects professionals with guides who offer guidance in any part of their life whether it's for professional or personal reasons 	<ul style="list-style-type: none"> A curated network of top experts who offer personalized advice for any path in life 	<ul style="list-style-type: none"> Connects users with top consultants, mentors, coaches and executives to assist in business or career help
-------	--	--	---	---	---

Value Proposition	<ul style="list-style-type: none"> Provides clear instructions on how to connect with a mentor Allows members to choose their potential mentor Success rates are shown on site to validate the website and encourage potential users MicroMentor is a 100% free service 	<ul style="list-style-type: none"> Explains how their site works clearly on home page Houses vetted coaches across a variety of different industries Provides a visual of mentors before committing to subscription 	<ul style="list-style-type: none"> Provides a clear guideline as to how they work Co-Founder of company directly speaks to clients before matching them with a guide Gives users freedom to change their guides as many times as they want 	<ul style="list-style-type: none"> Offers insights of many professionals ranging from various fields Users have full control on conversations with experts Can join a multitude of communities for networking 	<ul style="list-style-type: none"> Allows users to choose their potential expert Provides a list and visuals of experts and information on their background of expertise Gives information on how they work
-------------------	---	--	---	--	--

Shortcomings	<ul style="list-style-type: none"> To participate, you need to have an existing business or have taken some first steps to start a business Mentors provide guidance and advice, but do not provide financial support Company is a non profit in which revenue is gained from volunteer work and donors 	<ul style="list-style-type: none"> No testimonials shown from users Coach pages doesn't provide all necessary information a user may need or want to know Unclear on what the company offers for users 	<ul style="list-style-type: none"> Pricing for guidance calls aren't shown on web Users can't choose their first initial guide Difficult to understand what company does solely based on home page 	<ul style="list-style-type: none"> Pricing page is vague and only pertains to experts earnings Sidebar of website lacks in information and provides very little material No testimonials shown from users 	<ul style="list-style-type: none"> Pricing page is inconsistent and slightly confusing Doesn't provide information on the credentials of the experts Home page is very "wordy" and doesn't display a quick insight on what the company provides
--------------	--	---	---	--	--

Home Page Screens	 <p>Provides clear instructions for users to connect to a mentor</p> <p>Gives statistical rates of success making users want to join</p>	 <p>Organized cards as categories for users to navigate easily</p> <p>Displays how they work and what they provide for users</p> <p>Reviews from current customers are provided for users to read</p>	 <p>Unclear on what the company offers</p> <p>Merging of segments make home screen crowded and hard to grasp</p>	 <p>Preview of what some experts in various fields can do for users</p> <p>Displays how they work and what they can offer for users</p>	 <p>Home page is very word heavy and may be difficult to grasp</p> <p>Step by step explanation of how the company works</p>
-------------------	--	---	--	---	---