Win the Brand Relevance Battle and then Build Competitor Barriers Case Solution

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2.10: Industry Diagnostics

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Competitors to Dr. Taylor’s Educational Entrepreneurship Program

Substitute offerings (High)
- Educational coursework programs
- Business certifications

Potential Entrants (low barriers)
- Initial entrepreneurial skills

Customers / Buyers
- Dr. Taylor's students
- Industry professionals

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Some text and diagrams are present in the image, but they are not clearly readable.
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2.10: Industry Diagnostics
Suppliers

- Rice University
- Penn GSE
- Pacific?

Certification vs. Master's Degree
Substitute offerings (High)

- Educational residency programs
- Business certifications

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Customers/Buyers

- Students
- Schools

- Start-ups
- Non-profits
- CMOs
- Data and analytics
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