

# Win the Advantage in Your Market Through Our CompetitivEDGE Methodology

Aspirant offers the tools, industry expertise, and experienced consultants to help you identify and address the right problems, allowing you to gain a true competitive advantage.

# E

## EVALUATE

We start by engaging consumer, company, and industry data to obtain a 360-degree view of the situation.



# D

## DESIGN

We collaboratively dig into the outcomes from the **EVALUATE** stage with our Design Thinking approach, giving us rich insights into your market position and performance.



# G

## GO-TO-MARKET

Following the **DESIGN** stage, we then strategically help you identify the right areas to focus on for your business to gain the upper hand on the competition.



# E

## EMBED

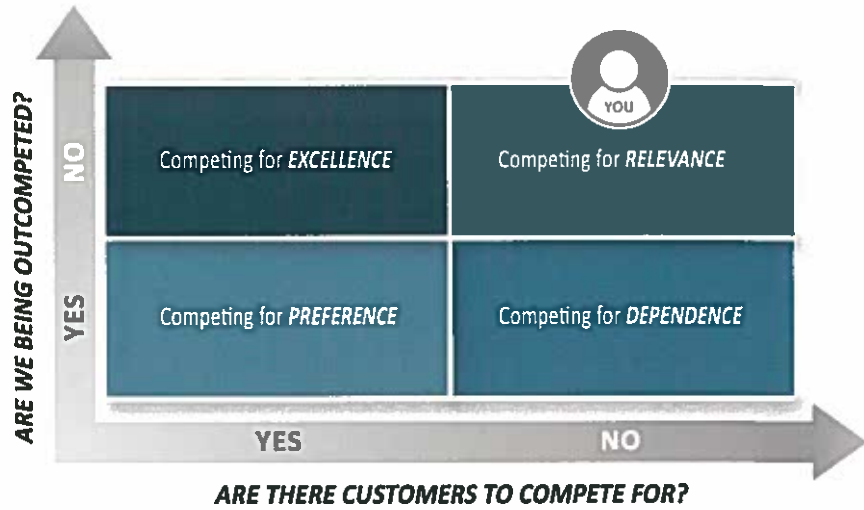
Once the **GO-TO-MARKET** steps are completed, we work with you to embed the changes for the long-term.



We deliver the **COMPETITIVE EDGE** through our leading technology and business-enabling tools, including our **COMPETITOR MATRIX & COMPETITIVE ASSESSMENT** and our iPhone/Android-based **IMPLEMENTATION APP**.

THE ASPIRANT  
**COMPETITOR MATRIX & COMPETITIVE ASSESSMENT**

The **COMPETITOR MATRIX & COMPETITIVE ASSESSMENT** is a dynamic tool that measures your performance against your primary competitors, giving you constant and real-time feedback on how you stack up in the marketplace.



THE ASPIRANT  
**CompetitivEDGE | IMPLEMENTATION APP**

The **IMPLEMENTATION APP** enables your organization to track project progress and maintain easy and reliable communication with your team, helping them, you, and your company stay on track.

