

5 Forces

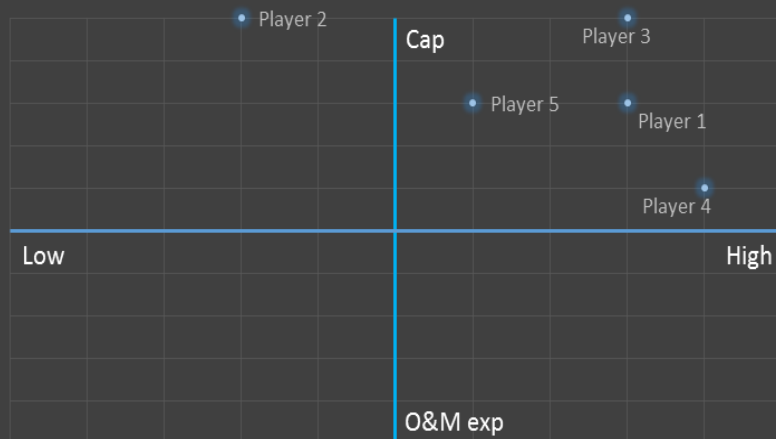
Example for drone products & services focused on the Energy industry

Assessment of where competitors stand and where they can go....

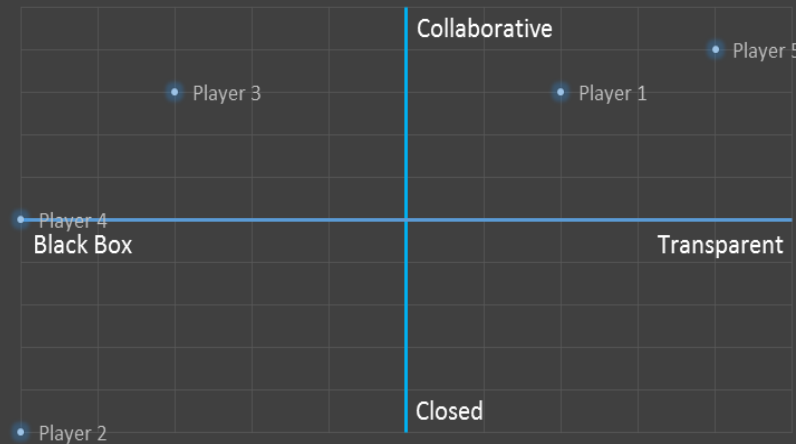
Jake Sessions – TJ Firma, LLC

Competitive positioning – business models and capabilities to meet customer requirements

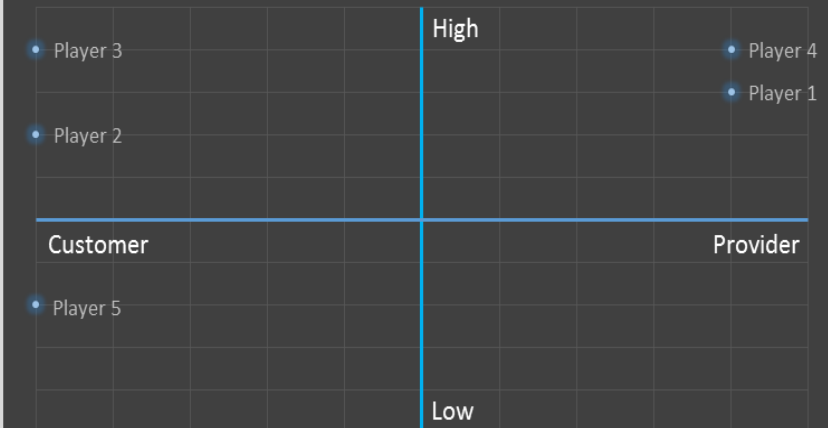
Capital or O&M exp vs Capacity Factor



Black box? vs Relationship



Assumes Risk for Damage vs Safety of Ops



Competitors represent players composed of one or multiple of the following attributes:

- Drone products – customer holds title
- Drone products – service provider holds title
- Drone services
- Current non-drone based methods

For growth in the future – beyond the financial & risk implications, the player with the highest transparency to customers and most collaborative attitude towards customers stands the highest likelihood of engaging in long term relationships:

- Player 1 has the highest combined score of financial implications and relationship potential

Core strategies for the players in the drone product & service market are derived from assessing themselves and the industry

An effective competitive strategy takes offensive and defensive actions in order to create a defensible position against the 5 competitive forces – buyers, suppliers, rivalry, substitutes, and new entrants

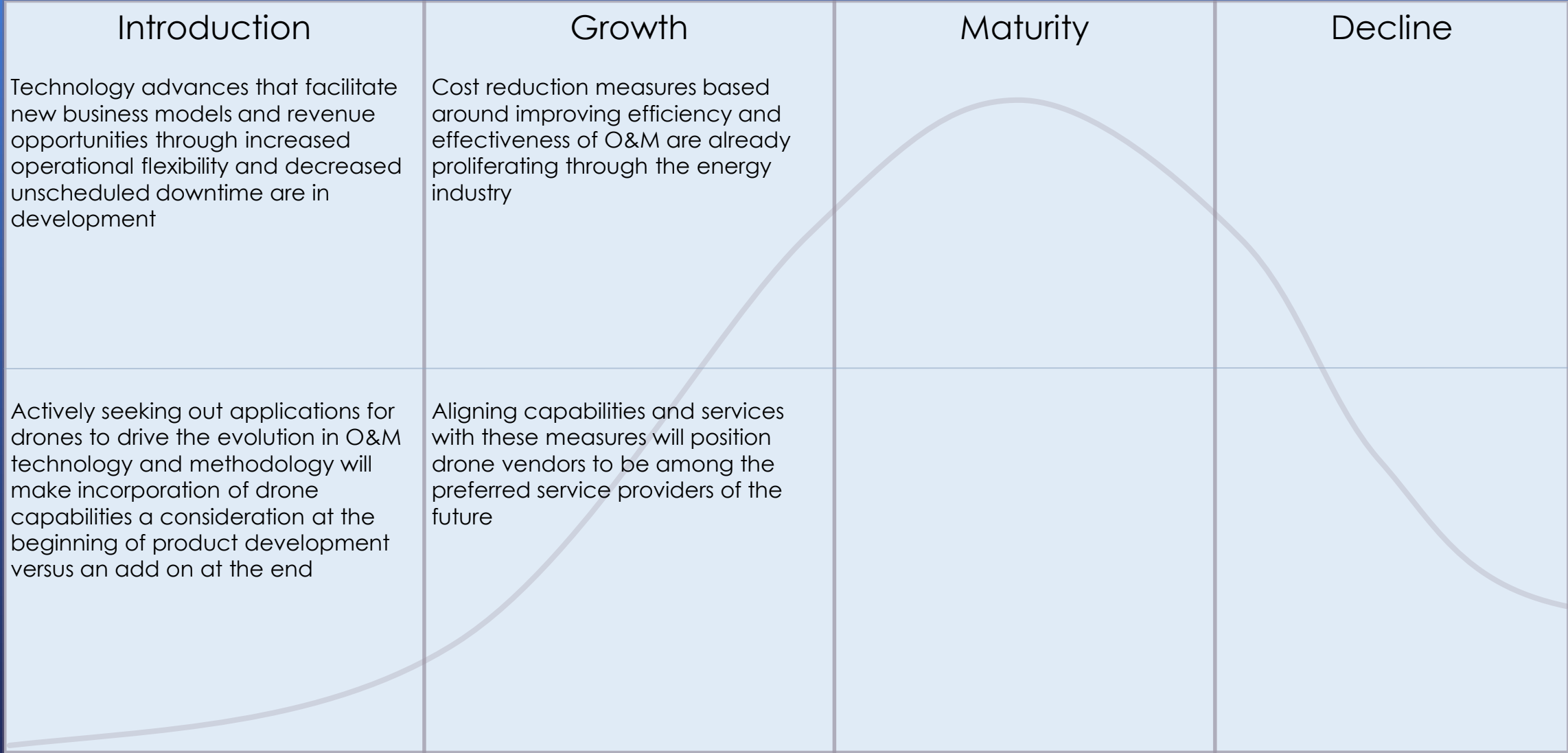
Generic Strategies	<ul style="list-style-type: none">• Overall cost leadership• Differentiation• Focus	<ul style="list-style-type: none">• Being stuck in the middle – not being a leader in any of the three generic strategies	What to avoid
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Competitive Moves

- Cooperative / Nonthreatening moves - Moves that improve the firms position and improve competitors position
- Threatening moves
- Defensive moves
- Commitment – ex. unequivocally sticking with a move, 100% likelihood of a retaliatory response to competitor moves, commitment to take no action

Players in the drone product & service industry must align their growth with evolving regulatory requirements & product developments in their customers' core businesses

Energy Industry
Drone Player Products & Services



Details of the study are available at:
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