

# Competitive Info

## Conduct Your Competitive Research

- Gather and analyze competitive information
- Define your competitive edge
- Use benchmarking tools to create your financial analysis
- Find competitor information for your own organizational plan

## Checklist

- Who are my direct or indirect competitors? Where are they located?
- Who are the leading companies in the blockchain technology industry and what can I learn from them (e.g., what were their revenues)?
- Are my competitors publicly traded and would their financial filings help me plan my own business?
- What are my competitors' strengths and weaknesses and how can I add unique value?
- Has there been any news coverage on my competitors announcing a new product, marketing strategy or personnel changes that can provide insight into my business planning?

**TIP:** Make a note of any questions you have, the resources in this section can help you answer these and complete the checklist.

## Tips on Company Research

### Company Research Tips

An in-depth investigation and analysis of your competition is one of the most important components of a comprehensive market analysis. A competitive analysis allows you to

assess your competitors' strengths and weaknesses in the marketplace, and to implement effective strategies to improve your competitive advantage. Here are some research strategies for doing your competitive analysis:

- Company directories can be used to create lists of competitors by industry, product line, size, etc.
- Doing a company name search in a general research database is an excellent way to learn more about your competitor's products, services, prices, and media coverage.
- If your competitors are public companies, learn more about them by reading their financials and annual reports.
- News archives provide a range of competitive information on both public and private companies.
- Patents are a good way to learn about the technical and design features of a competitor's products. You can refer to this [UBC Library Research Guide](#), created by UBC Engineering Librarians, if you are looking for patent information. Most of the resources listed are freely available.

For information on primary and secondary market research, as well as common sources for secondary market research, watch our video tutorial [Module One: Introduction To Market Research](#).

Finding information on public companies is considerably easier than finding information on privately-held companies. Information on public companies is readily available online, or at your local library. Another good starting point is the list of resources in the next section of this Accelerator Guide: Find Competitors. Unlike public companies, private companies are not required to file with the System for Electronic Document Analysis and Retrieval ([SEDAR](#)). Searching for private company information is considerably more difficult and will require a lot of patience, and a healthy dose of creativity.

## Find Competitors

### Learning About Competitors

To create a list of competitors and find basic information about them (e.g. number of employees, contact information) you will need to consult business directories. Many directories are available online for free, while others are fee-based commercial

databases. You can find directories that are particular to an industry or geography. Your local library will likely have a good collection of directories that you can consult in person.

For further information about secondary market research, see our video tutorial [Module Two: Secondary Market Research for Industry Analysis](#).

If you know of some public companies in your industry, then annual reports can provide a great deal of useful financial information, including sales volume, revenue increases, and total market share. You can search the [System for Electronic Document Analysis and Retrieval \(SEDAR\)](#) for Canadian Company filings. If the competitor you are researching does business in the US, then you search the Security and Exchange Commissions equivalent, [EDGAR](#), which provides free public access to corporate information, including financial information and operations by reviewing registration statements, prospectuses and periodic reports filed on Forms [10-K](#) and [10-Q](#). You also can find information about recent corporate events reported on Form [8-K](#) that a company does not have to disclose to investors. You can use advanced search features to search by Standard Industry Classification (SIC) codes.

## Free Business Directories

### [CanadaOne - Canadian Business Directory](#)

CanadaOne has a directory of over 20,000 Canadian businesses.

- [AppX Crypto Technologies](#)
- [BlueRibbon Technologies](#)
- [Winterwind, Inc.](#)
- [HECOD Blockchain, Inc.](#)

### [Federal Corporations Data Online](#)

Free searchable database of federally incorporated/registered companies.

### [Fraser's](#)

A comprehensive industrial directory and search tool, with information on products and services provided by Canadian industrial wholesalers, manufacturers, and distributors. You can search by product name, company name, or brand name.

## **D&B Hoovers**

Provides information on 18 million US and international companies, both public and private. D&B Hoovers' reports are generated quickly, and are easy to read. A fair amount of information is provided for free, but much more is available with a paid subscription. If you know the company name or ticker symbol of any of the key players in your industry, try searching for their Hoovers records to find key information. Use the link above for free information or contact your local library to see if they provide access. [Affiliates of UBC may have access.](#)

- [HIVE Blockchain Technologies, Ltd.](#)
- [MLG Blockchain Consulting, Ltd.](#)
- [BIGG Digital Assets, Ltd.](#)
- [Blockcerts Blockchain Ltd.](#)
- [Horizon Blockchain Games, Ltd.](#)

## **Proprietary Business Directories**

### **Business in Vancouver, Book of Lists**

Comprehensive collection of BC business data compiled annually as the popular BIV Book of Lists. Provides data on over 1000 companies including: websites, phone numbers, e-mail addresses, top executives' names, company age, revenues, profits and much more. UBC affiliates and in-person community researchers can obtain access to a print version ([here are details on how to locate it](#)) or you can get [your own online subscription](#).

### **Mergent Online**

Provides access to detailed information on Canadian, US and international companies. Data can be compared and exported into software applications such as Excel. [Affiliates of UBC can learn more and get access.](#)

### **The Blue Book of Canadian Business**

Detailed profiles for over 60 Canadian corporations, including missions/values, history, operations, social responsibility and executive biographies. Also contains directory type information for 2,500 Canadian companies, a ranking of the top 500 companies and a list of the top 400 Canadian stocks. UBC affiliates and in-person community researchers can obtain access to a print version of this periodical ([here are details on how to locate it at UBC in Vancouver](#)).

## Reference Canada

Provides information on more than one million businesses throughout Canada. Includes name, address, phone number, contacts, number of employees, annual sales volumes, line of business, and credit rating. Vancouver Public Library [subscribes](#) to this online directory so check with your local library about access.

## UBC Library Business Databases

**How to access:** If you are a UBC student, staff, faculty or in-person library visitor you may have access to business databases through the David Lam Management Research Library and Canaccord Learning Commons through the links below.

### [Full Listing By Title](#) or [Full Listing By Subject](#)

There are two different ways to identify databases, use 'by title' if you already know the name. Otherwise, you can use the list 'by subject' to find starting places for doing market research, finding articles or researching companies. To learn more about how you can access library resources if you are a community user or temporary visitor check out the UBC Library [Community Users & Visitors Guide](#). Community users and temporary visitors may have additional access restrictions to specific databases because of license agreements.

## Mapping Competitors

Online maps such as [Google Maps](#) or [Bing Maps](#) and popular directories such as Yelp are a fast way to locate nearby competitors, and to get a better sense of the region your business operates within. Try searching for the name of your product or industry and

narrowing your results by focusing the map on a specific location, such as a city or neighbourhood.

## SimplyAnalytics

This is an Internet-based mapping application that enables users to develop interactive thematic maps and reports using thousands of demographic, business, and marketing data variables. Check your local public or academic library for access. [UBC affiliates can learn more and get access.](#)

## Trade Shows

Attending trade shows is an excellent way to learn more about your competitors. Contact local associations or read trade publications to find out what trade shows are coming to your community.

### [10Times.com](#)

The largest worldwide online directory of trade fairs, business exhibitions, trade shows, conferences, and seminars for various industries. Search for trade shows by industry, country, date, organizer, or venue.

[Blockchain Expo](#) | The speaker list for the 2023 Blockchain Expo, to be held in Olympia, London, features CTOs, heads of innovation and technology at various blockchain companies, IT directors, developers, investors, and VCs. It's a can't-miss event with a wealth of knowledge for the budding blockchain entrepreneur.

[World Blockchain Expo](#) | A global meeting of the minds for the blockchain community, the World Blockchain Expo features over 40 tech visionaries as speakers and will boast more than 3000 attendees in 2023. Many of the speakers are founders and CEOs of blockchain startups and businesses, and so will bring perspectives on success and challenges in the blockchain technology industry to their talks.

[Democracy4All](#) | Democracy for All's annual conference brings together academics, experts, and policymakers to discuss the latest advances in technology and regulation. It focuses on blockchain as an instrument of democratic improvement in its capacity for social, corporate, and individual governance.

[International Conference on Cloud Computing, Security, and Blockchain \(CLSB\)](#) | The Annual CLSB is a major forum for innovative ideas, developments and projects in the areas of blockchain and cloud computing. It serves as a waypoint for the exchange of information and research between academics and industry professionals in these areas.

[WEB3 and Blockchain World](#) | Co-hosted by the Blockchain Research Institute and MCI Group, Web3 and Blockchain World is an annual conference that "educates, inspires, and prepares leaders

to be part of the transformation that Web3 is bringing to business, government, and society". 2023's event will be held in Toronto.

[Privacy Enhancing Technologies Symposium](#) | The annual PETS brings privacy experts from around the world to present on advancements and new perspectives on research into privacy technologies. It will especially appeal to entrepreneurs and venture builders whose blockchain projects are in the areas of cybersecurity and cloud computing.

[Alberta Technology Symposium](#) | The Alberta Technology Symposium spotlights the potential of Alberta's disruptive technology sector, representing provincial leaders and ventures in the areas of blockchain, machine learning, and IoT.

[Blockchain Technology Symposium](#) | Canada's annual Blockchain Technology Symposium brings together academics, industry professionals, and decision makers to present recent advancements, discuss barrier, and explore roadmaps to blockchain industry and adoption.

[Blockchain Governance Initiative Network](#) | BGIN, or "Begin", aims to provide an open and neutral sphere for all members and stakeholders to deepen a common understanding of blockchain governance and sustainable development in the blockchain world. To this end they hold general meetings known as "Blocks", where practitioners, academics, and industry partners come together to discuss blockchain governance and understandings around development and legal frameworks. Find out when the next block will be held on their webpage.

## Find Financial Benchmarks

One thing you will need to do in the financials section of your business plan is discuss how you will price your products and/or services, and how this compares to your competitors. You will need to develop a financial plan that includes your projected revenues and net income. The following resources will help you find financial information on competitors in your industry.

## Free Tools For Finding Financial Info

### EDGAR

Filings with the US Securities & Exchange Commission by companies listed on US exchanges. [10-K Forms](#) include detailed information on company history, structure, financial statements, and other relevant data.

### SEDAR

A collection of corporate filings that are required by securities regulators, from companies operating in Canada. This website is an excellent source for information

about a company's plans, competitive environment, markets, products, and assets. SEDAR is the Canadian equivalent of EDGAR.

## Finding Benchmarks & Ratios

Ratios are tools that allow you to plan and assess your company's progress over time, and to compare it to other companies in the same industry. There are different kinds of ratios, including operating ratios, financial ratios, performance indicators, and benchmarks.

### [Financial Performance Data](#) (formerly SME Benchmarking Tool)

Tool for benchmarking your financial reports with others in your sector. Website also includes a collection of financial data and annual reports of various Canadian companies. For instructions on using the Financial Performance Data click [here](#). To create a report using Financial Performance data click [here](#).

**TIP:** Remember to search using your NAICS code (eg. **541511 for Custom Computer Programming Services, including Blockchain Developers and Programmers**)

### Financial Performance Indicators for Canadian Business

Offers current financial ratios by industry, based on data provided by Statistics Canada. The indicators are designed to serve as financial performance benchmarks against which individual firms and industries can be compared. [Affiliates of UBC, UNBC, UVic and SFU have access through Abacus Dataverse](#). If you are visiting, please contact your local library about access.

## Proprietary Tools For Finding Financial Info

### [UBC Company Research Guide](#)

This research guide was created by UBC business librarians. Follow this link to go directly to the section of the guide that features various UBC Library electronic resources that are recommended for searching for financial information on competitors, such as credit rankings, stock prices and invest analyst reports. You can explore the



navigation on the right-hand side to find more recommended research sources on the general topic of company research.

## Library Resources

Access to the following sources may be available through your local public or academic library. For information on how to obtain a library card, and for additional information on using libraries in BC, please visit our [Getting Access to Library Resources](#) page.

### Mergent Online

Provides access to detailed information on US and international companies. Data can be compared and exported into software applications such as Excel. [Affiliates of UBC can learn more and get access.](#)

## Tools for Calculating Your Own Financials

- [Business Calculators](#) - GoForth Institute
- [Financial Ratio Calculators](#) - Business Development Canada
- [Financial Ratios Calculator: Debt to Equity and Other Ratios](#) - Canada One

## Market Share & Size

Both market size and market share held by competitors are key factors when assessing the competitive environment. Keep in mind that there is no single source of market size and market share data. Market information is usually pieced together from various sources and is not often readily available for niche or emerging industries. One strategy is to combine a competitor's name or a comparable, established industry with the term market share in article databases or read market research reports. You will need to identify and describe your market – who your customers are and what the demand is for your products and services.

# UBC Library Business Databases

**How to access:** If you are a UBC student, staff, faculty or in-person library visitor you may have access to business databases through the David Lam Management Research Library and Canaccord Learning Commons through the links below.

## [Full Listing By Title](#) or [Full Listing By Subject](#)

There are two different ways to identify databases, use 'by title' if you already know the name. Otherwise, you can use the list 'by subject' to find starting places for doing you can access library resources if you are a community user or temporary visitor check out the UBC Library [Community Users & Visitors Guide](#). Community users and temporary visitors may have additional access restrictions to specific databases because of license agreements.

## Library Resources

Access to the following sources may be available through your local public or academic library. For information on how to obtain a library card, and for additional information on using libraries in BC, please visit our [Getting Access to Library Resources](#) page.

### [ABI/INFORM Collection](#)

**How to access:** If you are a UBC student, staff, faculty or in-person library visitor you can access this resource.

Created by ProQuest this database contains full-text articles from over 1,000 business magazines and journals that track business conditions, trends, management techniques, corporate strategies, and industry-specific topics.

- (2023, Jan 10). Global blockchain technology in healthcare market report 2022 to 2028: Featuring IBM, Oracle, Hashed Health and Embleema among others. *NASDAQ OMX's News Release Distribution Channel*. Retrieved from ABI/INFORM database.
- (2023, Jan 09). Web 3.0 blockchain market valuation to reach US\$ 116.51 bn by 2033; showcasing a CAGR of 44.9% during the coming decade: Future Market Insights, inc.: Web3, or Web 3.0, is a proposed new version of the world wide web based on blockchain technology and incorporating decentralization and blockchain economics. The rapidly growing rate of e-commerce and retail industry is projected to aid in expansion of the global

market for Web 3.0 blockchain market. *NASDAQ OMX's News Release Distribution Channel*. Retrieved from ABI/INFORM database.

- (2023, Jan 03). Contactless payment global market report 2022: Widespread adoption of blockchain and 5G technologies, along with significant improvements in the networking infrastructure to boost sector. *NASDAQ OMX's News Release Distribution Channel*. Retrieved from ABI/INFORM database.
- (2022, Dec 22). Blockchain in healthcare market size to hit USD 14.25 BN by 2032: Precedence research predicts, the global blockchain in healthcare market size is expected to hit around USD 14.25 billion by 2032 and it is anticipated to grow at a registered CAGR of 34.02% from 2023 to 2032. *NASDAQ OMX's News Release Distribution Channel*. Retrieved from ABI/INFORM database.
- (2022, Dec 14). Global managed blockchain services market is estimated to breach a worth of US\$ 6.7 bn by 2032 while it holds a size of US\$ 2.2 bn in 2022 | data report by Future Market Insights, inc.: The higher penetration of automated systems coupled with the proliferating demand of secure ledgers have led to the expansion of managed blockchain services market, which thrives at a CAGR of 11.8% (2022-2032). *NASDAQ OMX's News Release Distribution Channel*. Retrieved from ABI/INFORM database.
- (2022, Dec 28). AI and blockchain cloud services global market report 2022: Big data analytics and growing need for increased computing power bolsters sector. *NASDAQ OMX's News Release Distribution Channel*. Retrieved from ABI/INFORM database.
- (2022, Dec 19). Rising investments in blockchain distributed ledger technology will drive the blockchain distributed ledger market as per the business research company's blockchain distributed ledger global market report 2022. *NASDAQ OMX's News Release Distribution Channel*. Retrieved from ABI/INFORM database.
- (2023). American banking and market news - American consumer news: Argo Blockchain PLC (NASDAQ:ARBK) receives average rating of "Hold" from brokerages. Chatham: Newstex. Retrieved from ABI/INFORM database.
- (2023, Jan 03). Riot Blockchain, inc. announces corporate rebranding to Riot Platforms, inc.: Riot Blockchain, inc. announces corporate rebranding to Riot Platforms, inc., reflecting increasingly diversified, bitcoin-driven, business operations. *NASDAQ OMX's News Release Distribution Channel*. Retrieved from ABI/INFORM database.
- (2022). American banking and market news - American consumer news: HIVE Blockchain Technologies (CVE:HIVE) hits new 12-month low at \$1.98. Chatham: Newstex. Retrieved from ABI/INFORM database.
- (2023). Watchlist news - American consumer news: Provenance Blockchain (HASH) reaches self reported market capitalization of \$2.72 billion. Chatham: Newstex. Retrieved from ABI/INFORM database.
- (2023, Jan 03). North America blockchain and cryptocurrency market 2022 report expects cryptocurrency use to double in US in 2023. *M2 EquityBites*. Retrieved from ABI/INFORM database.
- (2022, Dec 15). The new face of blockchain: Women in the United Arab Emirates Web3 sector set to outpace the global market. *PR Newswire Europe Including UK Disclose*. Retrieved from ABI/INFORM database.

## BCC Research Centre

How to access: If you are a UBC student, staff, faculty or in-person library visitor you can access this resource. Otherwise, contact your local library to see if they provide access.

Publishes 250 reports annually that are complete with market intelligence, five-year forecasts, statistical and analytical data, key players, market share, industry structure and dynamics, and technological shifts and trends.

- BCC Publishing. (2022, July). Global Blockchain Technology in Healthcare Market 2022. [Report Code HLC252B.] Retrieved from BCC Research Centre.
- BCC Publishing. (2022, June). Global Marketing for Digital Transaction Management, Including Blockchain. [Report Code IFT139B.] Retrieved from BCC Research Centre.
- BCC Publishing. (2022, March). Blockchain in Telecom: Global Markets. [Report Code IFT240A.] Retrieved from BCC Research Centre.
- BCC Publishing. (2021, July). Blockchain: Global Markets. [Report Code IFT226A]. Retrieved from BCC Research Centre.
- BCC Publishing. (2020, January). How Healthcare Uses Blockchain. [Report Code HLC252A.] Retrieved from BCC Research Centre.
- BCC Publishing. (2019, January). Residential Energy Storage, Blockchain, and Energy Sharing Systems: Technologies and Global Market. [Report Code FCB043A]. Retrieved from BCC Research Centre.

## Business Source Ultimate

**How to access:** If you are a UBC student, staff, faculty or in-person library visitor you can access this resource. Otherwise, contact your local library to see if they provide access.

Includes financial data, books, videos, company profiles, SWOT analyses, industry profiles, country reports, market research reports and case studies. Also includes information on industry trends, forecasts, outlooks, competitors, how to run a specific business and much more.

- Querolo, N. (2022). Startup Uses Blockchain for Muni-Bond Deals in an Industry First. *Bloomberg.Com*, N.PAG. Retrieved from Business Source Ultimate database.
- MILLER, H. (2022, October 6). How Valuable Is The Blockchain Market? Here Are The Latest Projections. *Investors Business Daily*, N.PAG. Retrieved from Business Source Ultimate database.
- Bray, W. (2022). Cboe to provide market data to blockchain through Pyth network: The move will see Cboe contribute real-time, derived market data to serve the global DeFi community. *Ai Trade News*, 1. Retrieved from Business Source Ultimate database.
- Team, D. J. (2022). Automotive industry companies are increasingly innovating in blockchain. *Aroq - Just-Auto.Com (Global News)*, N.PAG. Retrieved from Business Source Ultimate database.

- Lage, O., Saiz-Santos, M., & Zarzuelo, J. M. (2022). Decentralized platform economy: emerging blockchain-based decentralized platform business models. *Electronic Markets*, 32(3), 1707–1723. Retrieved from Business Source Ultimate database.

## eMarketer

**How to access:** If you are a UBC student, staff, faculty or in-person library visitor you can access this resource. Or, contact your local public or academic library for their access details.

Global market research and trend analysis database that focuses on Internet, e-business, online marketing, media, and emerging technologies.

- MacNamee, J. (2022, November 17). Major US banks participate in a digital currency proof-of-concept pilot with the Fed. eMarketer. Retrieved from eMarketer database.
- Paige, W. (2022, September 16). Rise in fintech deals during H1 runs counter to M&A dropoff. eMarketer. Retrieved from eMarketer database.
- MacNamee, J. (2022, November 23). JPMorgan gets a trademark for its new digital asset wallet. eMarketer. Retrieved from eMarketer database.
- Nunez, A. (2022, May 9). California governor’s executive order outlines strong blockchain ambitions. eMarketer. Retrieved from eMarketer database.
- Paige, W. (2022, September 15). Ethereum “Merge” tries to address crypto criticism and cut energy use. eMarketer. Retrieved from eMarketer database.

## IBISWorld Industry Reports

**How to access:** If you are a UBC student, staff, faculty or in-person library visitor you can access this resource.

IBISWorld research is an independent, professional publisher of high-quality market research reports. These reports analyze the underlying structure and external forces that drive an industry.

- Kanda, S. (2022, February). Data Processing and Hosting Services in Canada / CANADA INDUSTRY (NAICS) REPORT 51821CA / INFORMATION IN CANADA. IBISWorld. Retrieved from IBISWorld database.
- Ristoff, J. (2022, August). Software Publishing in the US / US INDUSTRY (NAICS) REPORT 51121 / INFORMATION. IBISWorld. Retrieved from IBISWorld database.

- Khaustovich, V. (2022, June). Data Processing and Hosting Services in the US / US INDUSTRY (NAICS) REPORT 51821 / INFORMATION. IBISWorld. Retrieved from IBISWorld database.

## [Marketresearch.com/Freedonia Focus](#)

**How to access:** Check your local public or academic library to see about access. If you are a UBC student, staff, faculty or in-person library visitor you can access this resource.

While you can search this [website](#) only some Canadian libraries provide full-text access to the market research reports on industries and demographics for North American industries. They can range from 50 to 400+ pages in length, and contain charts, tables, and graphs, and key facts. Marketresearch.com has varied industry coverage and includes US and international information.

- Kalorama Information. (2019, November). Blockchain Technologies in Healthcare. *Marketresearch.com Academic*. Retrieved from Marketresearch.com Academic database.

## [Mergent Online](#)

**How to access:** If you are a UBC student, staff, faculty or in-person library visitor you can access this resource.

Provides access to US and international public company data. Enhanced features enable users to compare companies and export data into programs like Excel.

- [Blockchain Foundry, Inc.](#)
- [Blockchain K2 Corporation](#)
- [HIVE Blockchain Technologies, Ltd.](#)