

AIM

Help Tarya, an Israeli F-PaaS to understand its position on the market by mapping their position relating its competitors, to prepare for a new round of funding.



METHOD

- We conducted secondary market research with our proven methodology.
- In 10 days, we conducted thorough research of Tarya's global competitors.
- Proceeded to analyze their top 26 competitors dividing them into two geographic categories.
- Developed 360-degree company overview competitive methodology covering different company aspects.

RESULTS

- Created a competitive positioning matrix per region.
- Organized the findings neatly in a spreadsheet and created a visual presentation.

★ ★ ★ ★ ★
**COMPETITIVE
POSITIONING
MATRIX**
★ ★ ★ ★ ★

 **Tarya**

Tarya operates the largest alternative investment (P2P) platform in Israel. Tarya's Financial Platform as a Service (F-PaaS) offers a full-suite solution to businesses, solving and correcting financial barriers that have remained without a solution in the traditional banking world. Tarya is an International Israeli based company with development centres in Israel, Bulgaria, Ukraine and Canada.

Got questions? Shoot us an e-mail and let's get *beezy!*

Contact@BizzBeeSolutions.com