



THE MAP

The Category Whitespace 2×2

Draw your own axes; find the empty quadrant. The trick isn't plotting competitors, it's choosing dimensions the buyer actually cares about, where the incumbents all cluster in one corner.

CHOOSE Pick your two axes

Each axis is a spectrum the buyer feels. Avoid axes where you'd merely be “better”; pick ones where the crowd sits at one pole and the other pole is genuinely open.

AXIS 1 – LEFT POLE

AXIS 1 – RIGHT POLE

AXIS 2 – BOTTOM POLE

AXIS 2 – TOP POLE

TEST Are these the right axes?

- ☐ The buyer would recognize both spectrums without explanation. (If not, the axis is internal jargon.)
- ☐ The incumbents cluster at one end. (If they're spread evenly, you've found a feature war, not whitespace.)
- ☐ The open corner is valuable, not just empty. (Some quadrants are empty because nobody wants them.)

Don't compete. Create the conditions to **win**.



Plot the market.

Claim the empty corner.

Write each player from your Problem Audit into its quadrant. The crowd will pile up. The quadrant left open, if it passes the value test, is your whitespace.

Plot The 2x2

Label your axis poles, then write competitors into quadrants where they live today.

AXIS 2 – TOP: _____

QUADRANT A	QUADRANT B
QUADRANT C	QUADRANT D

AXIS 1 – LEFT: _____ AXIS 2 – BOTTOM: _____ RIGHT: _____

Claim The empty quadrant

WHICH QUADRANT IS OPEN, AND WHO'S NEAREST TO IT

WHY IT'S EMPTY: NO ONE CAN WIN IT, OR NO ONE HAS SEEN IT?

YOUR CLAIM – THE POSITION YOU'D OWN THERE

Don't compete. Create the conditions to win.

