



The Pareto **Moat Measurement Manual**

- a structured tool for you to assess your business' competitive advantages

1. Porter's Five Forces What are your relative strengths in the ecosystem around your company?	Bargaining Power of Customers How dependent are your customers on you?	
	Bargaining Power of Suppliers How dependent are you on your key suppliers?	
	Threat of Substitutes Are there many alternatives to your product?	
	Threat of New Entrants Is it easy for a competitor to enter your market?	
	Industry Rivalry How fierce is competition?	
2. Helmer's Seven Powers What are your specific strengths?	Scale economies Are your unit costs lower because of scale?	
	Process power Are your well-tuned processes hard to copy?	
	Counter positioning Are you doing something in a way that competitors can't follow?	
	Cornered resources Do you have access to unique assets (IP, real estate, skills)?	
	Network economies Does your product become more valuable as more customers use it?	
	Switching costs Is it hard to switch from your product to a competitor's?	
	Branding Do you have an established brand?	