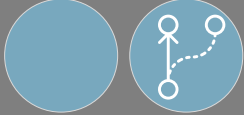


Competitive Analysis Summary

How Do You Differ from Others?

	 Services	 Population	 Geography
Direct competitors → Immediate Family 	Same	Same	Same
Indirect competitors → Extended family 	Different approach	Same	Same or overlapping
Comparables → Family living far away 	Same or similar	Same or similar	Different
Distant competitors → Distant relatives 	Substitute, barrier or status quo	Same	Same

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