# Competitive Landscape

BLEEDIO TECH
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## MARKET POSITIONING MATRIX



## FEATURE COMPARISON

| CAPABILITY | BLEEDIO NETMESH | LORAWAN | WI-FI MESH | ZIGBEE | THREAD/ MATTER | CELLULAR IOT | SAMSARA |
|---|---|---|---|---|---|---|---|
| No single point of failure | ✔ | ✘ | ✘ | ✘ | ~ | ✘ | ✘ |
| Self-healing / self-routing | ✔ | ✘ | ~ | ~ | ✔ | ✘ | ✘ |
| Works without internet | ✔ | ~ | ✘ | ✔ | ✔ | ✘ | ✘ |
| More nodes = better perf | ✔ | ✘ | ✘ | ✘ | ~ | ✘ | ✘ |
| Vendor-agnostic | ✔ | ~ | ✘ | ~ | ✔ | ✘ | ✘ |
| Industrial-grade reliability | ✔ | ✔ | ✘ | ~ | ~ | ✔ | ✔ |
| Low power / battery | ✔ | ✔ | ✘ | ✔ | ✔ | ~ | ✘ |
| SaaS platform included | ✔ | ✘ | ✘ | ✘ | ✘ | ~ | ✔ |
| Edge data collection (AI) | ✔ | ✘ | ✘ | ✘ | ✘ | ~ | ✔ |

## WHY BLEEDIO WINS

### Only True No-Hub Architecture
Every competitor requires a gateway, hub, or cloud connection. BleedIO's distributed mesh is the only architecture where removing any node makes no difference. Proven at Chevron with zero failures.

### Inverse Scaling Law
In traditional IoT, more devices = worse performance. In BleedIO's mesh, more nodes = better coverage, stronger signal, and more routing paths. This is architecturally unique.

### Software-First, Hardware-Free
Competitors lock customers to proprietary hardware. BleedIO runs on any BLE 5.0+ device. No vendor lock-in means faster adoption, lower cost, and higher margins.

### Mission-Critical Validated
Not a lab demo — proven in a live Chevron refinery where traditional LoRa failed. "LoRa does not work in my refinery" is the problem statement BleedIO solved.

### Multi-Vertical Platform
Same foundational infrastructure serves O&G, aviation, industrial, public safety, and smart campus. Competitors tend to be single-vertical or single-protocol.

### Open Standard Foundation
Built on BLE Mesh (Bluetooth SIG standard), not a proprietary protocol. This means ecosystem compatibility, future-proofing, and easier regulatory approval.

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