The first-mover owning substantial market share can enhance their lead by …

1. Build **patent barriers** to protect your IP to delay second-mover’s entry

2. Maintain **technological lead** and remain ahead of the competition with product improvements

3. Influence the **product performance factors** to set the product trajectory

4. Set **industry / design standards** or interfaces to align with your capabilities/patents

5. Achieve lower **unit cost** earlier and improve your competitive advantage

6. Create a brand with a **loyal customer base** who become repeat buyers

7. Establish an install base and set-up **switching barriers**

8. Optimise **fixed asset configuration** and **processes** to lower unit costs

9. Influence **regulatory/legal decisions** to align with your practices

10. Build strong **network effects** that increases in value as more users join
Second-mover advantages / opportunities are to:

1. Work around patent walls and/or build your own patent walls
2. Learn from first-mover and significantly improve rather than bluntly copying (hard drive miniaturisation)
3. Anticipate shifts in the performance trajectory as the technology trajectory outstrips users abilities to use further improvements on the classical dimensions
4. Use and progress established standards or build your own drastically simpler proprietary technologies
5. Learn from the first-mover and improve or develop your own processes
6. Build your own brand with a more suited unique positioning
7. Build your own switch barriers or better offer your product to a new market and use rewarding switch barriers
8. Outsourcing the less value-adding processes after studying pioneer; or develop your own asset configuration best suited to your unique positioning
9. Look out for regulatory changes that open new opportunities or lobby for new regulatory changes
10. Sufficiently distinguish yourself and avoid competing on the same network / target user