

## User Stories - Versie 1

Role	Goal	Benefit	Priority
As an entrepreneur	I want to paste a company URL (my own or a competitor)	So that Rival auto-generates a baseline report instead of me spending hours on research	Must
As an entrepreneur	I want the baseline report to show HQ, office locations, team size, funding history, and traction signals	So that I instantly understand the company's fundamentals	Must
As an entrepreneur	I want Rival to auto-detect and list direct competitors with a similar value proposition and target segment	So that I can quickly map the competitive landscape	Must
As a product strategist	I want Rival to highlight signals like new features, changed pricing, or new product lines	So that I can anticipate strategic moves	Must
As an entrepreneur	I want Rival to flag market entry (competitor enters my geography or targets a new segment)	So that I can adjust my go-to-market before it's too late	Must
As a strategy lead	I want a real-time dashboard aggregating competitor metrics (pricing, features, reviews, hiring trends)	So that I can brief leadership with structured facts instead of scattered data	Must
As a product manager	I want to configure which competitors and metrics to track (pricing, features, reviews, funding, hiring)	So that I only see what matters for my roadmap	Must
As a VC analyst	I want quick one-click company profiles with structured data (funding, org size, product scope)	So that I can prepare due diligence packs faster	Must
As a user	I want to opt-in to a weekly digest mail with the latest detected changes	So that Rival acts as my watchdog without me logging in daily	Must
As a compliance/IT admin	I want exportable audit logs of data sources	So that I know Rival's signals come from verifiable, compliant sources	Must
As a strategy team	I want to compare 2–3 companies side by side (features, pricing, funding, hiring, reviews)	So that I can quickly benchmark options	Should
As a strategy team	I want to see historical trend graphs (e.g., pricing evolution, hiring spikes, review volume)	So that I can detect medium-term patterns and not just daily moves	Should
As a strategy lead	I want to customize my weekly digest (choose competitors, frequency, and tracked signals)	So that the updates are relevant and not overwhelming	Should
As a VC associate	I want a polished PDF/slide export of the baseline report	So that I can drop findings into an investment memo or board deck	Should

As a team	I want Rival to maintain a saved watchlist of companies and refresh their data weekly	So that I have a living portfolio of monitored targets	Should
As a user	I want Rival to suggest “similar companies” to ones I track	So that I can discover adjacent competitors I wasn’t aware of	Could
As a data analyst	I want an API feed of all tracked events (funding, jobs, pricing, features)	So that I can enrich our BI tools and venture scoring models	Could
As a founder	I want push alerts when a competitor makes a major move (fundraising, big hires, feature launch)	So that I can react tactically in near real time	Could
As a marketing lead	I want to monitor competitor campaigns/promotions	So that I can adjust my messaging in response	Could
As a product strategist	I want AI-generated summaries of competitor movements (“Competitor X is doubling down on SMBs with aggressive pricing”)	So that I can consume insights faster without parsing raw signals	Could