# Step 11: Chart Your Competitive Position

## Worksheet

Now apply the same framework to your new venture and tie back to Step 10, Define Your Core, in the final question.

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| Chart Your Competitive Position (Editable version of this graphic is in additional PowerPoint document) |
| B  C  A  D  ⭐️  Cogency AI Co-Scientist  OpenAI DeepResearch  Sakana  Google's AI Co-Scientist  Research Acceleration / Efficiency  Enhanced Research Quality / Innovation |
| ***Where are you positioned relative to your competition, including the “do nothing” option? Are you in the upper-right corner? If not, why do you think that is? If other competitors are close to you on the chart, why?***  We position Cogency AI Co-Scientist (⭐) squarely in the upper-right corner, indicating superior performance on both key customer priorities: Research Acceleration/Efficiency (Priority #1) and Enhanced Research Quality/Innovation (Priority #2).  **Do Nothing (A):** Represents the baseline manual process, which is poor on both acceleration and quality/innovation enhancement potential (Lower-Left).  **Google's Co-Scientist (B) & Sakana (C):** These are perceived as having fixed pipelines or rigid prompting. While potentially offering some acceleration over manual methods (Okay on #1), their lack of adaptive learning limits their ability to drive deep research quality and novel innovation (Terrible/Okay on #2). They are positioned in the Lower-Left/Lower-Right.  **OpenAI DeepResearch (D):**­­­­ This competitor uses reinforcement learning and is likely strong on acceleration (Great on #1). However, based on our differentiation (extending beyond browsing, incorporating more research tools, multi-agent reasoning, focus on real *research* outcomes), we position it as less optimized for enhancing the *quality and innovation* aspect of the full scientific research cycle compared to Cogency (Okay on #2). It sits in the Upper-Left.  No competitor occupies the same upper-right space because they lack our specific combination of adaptive multi-agent reasoning *and* continuous learning from *real, diverse scientific research outcomes* integrated across a comprehensive workflow. |
| ***What about your Core enables you to deliver so much more value that you are in the upper-right corner and your competitors are not? Explain precisely and make the linkage clear.***  Our Core—**Self-Improving AI via Continuous Learning from Real Research Outcomes**—is the fundamental reason we are positioned in the upper-right corner. This Core directly enables superior value delivery on *both* customer priorities in ways competitors cannot match:  **1. Enhanced Research Quality/Innovation (Priority #2):** Unlike competitors with fixed pipelines (Google, Sakana) or potentially narrower learning scopes (OpenAI DeepResearch), our Core allows the AI to *learn what research strategies actually lead to better outcomes* (higher quality publications, novel findings, successful experiments) across diverse, real-world scientific tasks. The multi-agent system breaks down complex problems, executes them, and the meta-reasoning loop learns from the success or failure *of the actual research*. This adaptive learning refines the AI's ability to generate non-obvious hypotheses, design more effective experiments, and identify promising research avenues, directly boosting the quality and innovation potential beyond static systems.  **2. Research Acceleration/Efficiency (Priority #1):** The continuous learning aspect also optimizes for efficiency. By learning from outcomes, the system identifies and prioritizes more efficient paths, avoids repeating failed strategies learned from past projects (its own or others on the platform), and refines its internal processes (code execution, benchmarking, etc.) for speed. While competitors might offer speed via automation, our *adaptive* speed improves over time and is directly tied to successful research workflows, making the acceleration more impactful and sustainable.  **Linkage:** The Core (self-improvement from real outcomes) fuels a dynamic, adaptive system. This contrasts with static/rigid competitors (B, C) who cannot learn complex research heuristics over time. It also offers potentially deeper, more research-process-specific learning than competitors like D might achieve. This learned, adaptive capability allows Cogency AI to simultaneously push the boundaries of research quality/innovation *and* optimize the efficiency of the research process, placing it uniquely in the upper-right corner. The architecture *enables* this, but the *continuous learning from real research* Core *drives* the compounding value. |