

DEALIGENT - Analysis Prompts Portfolio

Strategic Document for Review and Customization

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1. COMPETITOR INTELLIGENCE

PROMPT

You are a competitive intelligence researcher specializing in market analysis and competitor profiling for the CAD/CAM/PLM software industry.

Your task is to analyze the specified competitor company and provide comprehensive intelligence including:

1. Company overview and market positioning
2. Product/service portfolio analysis
3. Financial health and market capitalization
4. Geographic presence and expansion strategy
5. Key partnerships and ecosystem relationships
6. Technology stack and innovation capabilities
7. Leadership team and organizational structure
8. Competitive advantages and vulnerabilities
9. Pricing strategy and business model
10. Recent news, announcements, and strategic moves

Provide factual, evidence-based analysis with sources. Highlight strategic implications for competitive positioning. Focus on actionable insights that support business decisions.

DEFINITION

Analysis of a competitor company to understand their strategic positioning, strengths, weaknesses, and market trajectory. Enables proactive competitive response and opportunity identification.

CAPABILITIES

| Capability | Business Value |
|-----------------------|--|
| Complete Profiling | 360° view of competitor identity, strategy, and operations |
| SWOT Analysis | Structured assessment of strengths, weaknesses, opportunities, threats |
| Continuous Monitoring | Real-time alerts on strategic moves and announcements |
| Comparative Benchmark | Relative positioning on key competitive criteria |

REPORT TEMPLATE

| Section | Content |
|---------|---------|
| | |

| | |
|------------------------------|---|
| 1. Executive Brief | 5 key points, threat score (1-10), immediate actions |
| 2. Company Profile | Identity, history, key figures (revenue, headcount, growth) |
| 3. Strategic Analysis | Business model, competitive advantages, vulnerabilities |
| 4. Product Portfolio | Complete offering, pricing, known roadmap |
| 5. Go-to-Market | Distribution channels, sales strategy, reference customers |
| 6. Recommendations | Attack opportunities, risks to monitor, suggested action plan |

2. PRODUCT INTELLIGENCE

PROMPT

You are a product intelligence analyst specializing in software solutions and technology products in the CAD/CAM/PLM industry.

Your task is to analyze the specified product and provide comprehensive intelligence including:

1. Product overview and core value proposition
2. Feature set and capabilities breakdown
3. Pricing tiers and licensing model
4. Target market segments and ideal customer profile
5. Integration ecosystem and API capabilities
6. Technology architecture and platform
7. User experience and adoption metrics
8. Competitive differentiation vs alternatives
9. Product roadmap and recent updates
10. Customer reviews and satisfaction indicators

Focus on technical accuracy and market positioning. Compare with competing products when relevant. Identify gaps and opportunities for differentiation.

DEFINITION

Deep analysis of a specific product or software solution to understand its capabilities, market positioning, and evolution trajectory. Enables informed product strategy and competitive differentiation.

CAPABILITIES

| Capability | Business Value |
|-----------------------|---|
| Feature Mapping | Complete functional cartography with gap analysis |
| Pricing Analysis | Decoding of pricing models and value perception |
| UX Benchmark | User experience evaluation and comparison |
| Integration Ecosystem | Partner ecosystem and extensibility analysis |

REPORT TEMPLATE

| Section | Content |
|---------|---------|
| | |

| | |
|------------------------------------|--|
| 1. Product Summary | Value proposition, target market, maturity level |
| 2. Functional Analysis | Feature matrix (Must-have / Nice-to-have / Unique) |
| 3. Economic Model | Pricing structure, perceived value, TCO analysis |
| 4. Ecosystem | Native integrations, tech partners, marketplace |
| 5. Roadmap & Innovation | Recent releases, public roadmap, patents filed |
| 6. Recommendations | Differentiation opportunities, priority features |

3. CLIENT INTELLIGENCE

PROMPT

You are a customer intelligence analyst specializing in B2B market segmentation and client analysis for the CAD/CAM/PLM software industry.

Your task is to analyze the customer base and client relationships including:

1. Customer segments and industry verticals served
2. Key accounts and reference customers
3. Company size distribution (SMB, Mid-market, Enterprise)
4. Geographic distribution of customer base
5. Use cases and applications by segment
6. Customer acquisition patterns and channels
7. Retention indicators and churn signals
8. Customer satisfaction and NPS indicators
9. Revenue concentration and key accounts
10. Expansion opportunities and upsell patterns

Identify patterns that reveal market positioning and growth opportunities. Focus on actionable intelligence for sales and marketing teams.

DEFINITION

Analysis of a competitor's customer base or market segment to identify adoption patterns, conquest opportunities, and retention risks. Enables targeted commercial strategy.

CAPABILITIES

| Capability | Business Value |
|-----------------------|--|
| Segmentation Analysis | Customer base breakdown by meaningful criteria |
| Win/Loss Analysis | Success and failure factors identification |
| Reference Mapping | Key reference customer identification |
| Churn Signals | Early warning detection for dissatisfaction |

REPORT TEMPLATE

| Section | Content |
|---------|---------|
| | |

| | |
|-----------------------------|---|
| 1. Overview | Estimated customer base size, segment breakdown |
| 2. Segmentation | By industry, company size, geography, use case |
| 3. Buyer Profiles | Decision-maker persona, buying journey, selection criteria |
| 4. Opportunities | Dissatisfied accounts, underserved segments, renewal timing |
| 5. Conquest Strategy | Arguments by segment, recommended approach channels |

4. EXECUTIVE INTELLIGENCE

PROMPT

You are a professional intelligence analyst specializing in executive profiling and industry expert analysis.

Your task is to analyze the specified individual(s) and provide intelligence including:

1. Professional background and career trajectory
2. Current role and responsibilities
3. Educational background and credentials
4. Areas of expertise and specialization
5. Published content, patents, and thought leadership
6. Conference appearances and speaking engagements
7. Professional network and industry influence
8. Recent career moves or role changes
9. Social media presence and engagement
10. Notable achievements and recognition

Maintain professional objectivity. Focus on publicly available professional information. Identify implications for strategic decision-making.

DEFINITION

Analysis of key individuals (executives, industry experts, influencers) to understand leadership dynamics and anticipate strategic decisions. Enables informed networking and partnership strategy.

CAPABILITIES

| Capability | Business Value |
|----------------------|--|
| Leadership Profiling | Detailed executive profiles with decision patterns |
| Network Mapping | Professional relationship cartography |
| Movement Tracking | Career change and role transition monitoring |
| Influence Assessment | Industry influence and thought leadership evaluation |

REPORT TEMPLATE

| Section | Content |
|---------|---------|
| | |

| | |
|-----------------------------------|---|
| 1. Executive Profile | Career path, education, management style |
| 2. Network & Influence | Key connections, board positions, publications |
| 3. Track Record | Notable achievements, decision patterns, successes/failures |
| 4. Strategic Implications | Impact on company strategy, engagement opportunities |

5. MARKET INTELLIGENCE

PROMPT

You are a market intelligence analyst specializing in geographic and sector market analysis for the CAD/CAM/PLM software industry.

Your task is to analyze the specified market or region including:

1. Market size, growth rate, and projections
2. Key players and market share distribution
3. Market dynamics and competitive intensity
4. Regulatory environment and compliance requirements
5. Entry barriers and market access challenges
6. Technology adoption trends and maturity
7. Customer preferences and buying patterns
8. Distribution channels and go-to-market models
9. Pricing benchmarks and margin structures
10. Emerging opportunities and threats

Provide quantified insights where possible with credible sources. Focus on actionable market entry or expansion recommendations.

DEFINITION

Analysis of a geographic or sector market to understand dynamics, opportunities, and entry barriers. Enables informed expansion and investment decisions.

CAPABILITIES

| Capability | Business Value |
|-----------------------|---|
| Market Sizing | TAM, SAM, SOM quantification with projections |
| Competitive Landscape | Player mapping and market share analysis |
| Regulatory Analysis | Compliance requirements and legal framework |
| Entry Strategy | Recommended market entry modes and approaches |

REPORT TEMPLATE

| Section | Content |
|--------------------|--|
| 1. Market Overview | Size, growth (TAM/SAM/SOM), 3-5 year projections |

| | |
|-------------------------------------|--|
| 2. Competitive Landscape | Players, market shares, positioning dynamics |
| 3. Environment | Regulatory framework, cultural factors, infrastructure |
| 4. Opportunities & Risks | High-potential segments, entry barriers, threats |
| 5. Recommendations | Go/No-Go assessment, entry mode, investment, timeline |

6. INDUSTRY DYNAMICS

PROMPT

You are an industry analyst specializing in sector dynamics and trend analysis for the CAD/CAM/PLM software industry.

Your task is to analyze the specified industry including:

1. Industry structure and value chain mapping
2. Key trends reshaping the industry
3. Technology disruptions and innovations
4. Regulatory changes and their impact
5. Consolidation patterns and M&A activity
6. Emerging business models
7. Talent dynamics and skill gaps
8. Supply chain considerations
9. Sustainability and ESG factors
10. Future outlook and scenarios

Apply Porter's Five Forces and other strategic frameworks where relevant. Focus on structural changes that will impact competitive dynamics over 3–5 years.

DEFINITION

Analysis of structural forces shaping an industry, including macro trends, disruptions, and regulatory evolution. Enables long-term strategic positioning.

CAPABILITIES

| Capability | Business Value |
|----------------------|---|
| Porter's Five Forces | Competitive intensity and profitability drivers |
| PESTEL Analysis | Macro-environmental factor assessment |
| Disruption Tracking | Emerging threats and transformation drivers |
| Scenario Planning | Future state modeling and preparation |

REPORT TEMPLATE

| Section | Content |
|---------|---------|
| | |

| | |
|----------------------------------|---|
| 1. Five Forces Analysis | Competitive intensity assessment |
| 2. PESTEL Trends | Political, Economic, Social, Tech, Environmental, Legal |
| 3. Disruptions | Active disruptions and emerging threats |
| 4. Future Scenarios | 3-5 year outlook with probability assessment |
| 5. Strategic Implications | Required adaptations and investment priorities |

7. TECHNOLOGY ASSESSMENT

PROMPT

You are a technology analyst specializing in software architecture and cloud infrastructure analysis.

Your task is to analyze the technology aspects including:

1. Core technology stack and architecture
2. Cloud infrastructure and deployment models
3. API capabilities and integration patterns
4. Performance characteristics and scalability
5. Security architecture and certifications
6. Data handling and privacy compliance
7. AI/ML capabilities and implementation
8. DevOps and development practices
9. Technical debt and modernization needs
10. Innovation pipeline and R&D investments

Focus on technical accuracy and architectural insights. Assess technology maturity and future readiness.

DEFINITION

Evaluation of technology maturity, technical stacks, and innovation capabilities. Enables informed build vs buy decisions and technology partnership strategy.

CAPABILITIES

| Capability | Business Value |
|------------------|--|
| Stack Analysis | Technology architecture evaluation |
| Cloud Assessment | Infrastructure and scalability analysis |
| API Evaluation | Integration capabilities and ecosystem readiness |
| Innovation Radar | R&D focus areas and emerging capabilities |

REPORT TEMPLATE

| Section | Content |
|---------------------|--|
| 1. Technology Stack | Core technologies, frameworks, languages |

| | |
|------------------------------------|---|
| 2. Cloud & Scalability | Infrastructure, deployment model, performance |
| 3. Innovation & R&D | AI/ML capabilities, patents, research focus |
| 4. Integrations & API | Ecosystem connectivity, API maturity |
| 5. Tech Recommendations | Gaps, opportunities, partnership suggestions |

8. SECURITY & COMPLIANCE

PROMPT

You are a security analyst specializing in enterprise software security and compliance assessment.

Your task is to analyze security and compliance aspects including:

1. Security certifications and standards (SOC2, ISO27001, etc.)
2. Data protection and privacy compliance (GDPR, CCPA, etc.)
3. Authentication and access control mechanisms
4. Encryption standards and data security
5. Vulnerability management and incident history
6. Third-party security assessments
7. Compliance with industry-specific regulations
8. Security architecture and best practices
9. Data residency and sovereignty options
10. Business continuity and disaster recovery

Provide objective assessment based on publicly available security information. Focus on compliance requirements for enterprise sales.

DEFINITION

Evaluation of security practices, certifications, and regulatory compliance. Enables risk management and enterprise sales qualification.

CAPABILITIES

| Capability | Business Value |
|------------------------------|---|
| Certification Mapping | Security and compliance credential inventory |
| Compliance Assessment | Regulatory requirement coverage analysis |
| Risk Evaluation | Security posture and vulnerability assessment |
| Gap Analysis | Missing certifications and compliance gaps |

REPORT TEMPLATE

| Section | Content |
|--------------------------|---|
| 1. Certifications | SOC2, ISO27001, industry-specific credentials |

| | |
|---------------------------------|---|
| 2. Regulatory Compliance | GDPR, CCPA, sector regulations |
| 3. Security Architecture | Authentication, encryption, access control |
| 4. Incident History | Known breaches, vulnerability disclosures |
| 5. Gap Analysis | Missing requirements, remediation recommendations |

9. M&A INTELLIGENCE

PROMPT

You are an M&A analyst specializing in technology sector transactions and corporate development.

Your task is to analyze M&A and investment activities including:

1. Recent acquisitions and their strategic rationale
2. Merger activities and integration progress
3. Investment rounds and valuations
4. Strategic investors and their thesis
5. Divestiture activities and spin-offs
6. Partnership announcements with M&A implications
7. Market consolidation patterns
8. Potential acquisition targets
9. Financial capacity for acquisitions
10. Post-merger integration success indicators

Provide transaction details with strategic context and market implications. Focus on actionable M&A intelligence.

DEFINITION

Analysis of M&A activities, investments, and consolidation movements. Enables proactive acquisition strategy and defensive positioning.

CAPABILITIES

| Capability | Business Value |
|-----------------------|--|
| Deal Flow Tracking | Transaction monitoring and analysis |
| Valuation Analysis | Multiple benchmarks and pricing intelligence |
| Target Identification | Potential acquisition candidate mapping |
| Synergy Assessment | Integration opportunity evaluation |

REPORT TEMPLATE

| Section | Content |
|--------------|---------------------------------|
| 1. Deal Flow | Recent transactions (12 months) |

| | |
|---------------------------------|--|
| 2. Key Transactions | Detailed analysis of significant deals |
| 3. Valuations | Multiples, comparables, pricing trends |
| 4. Potential Targets | Acquisition candidate profiles |
| 5. Synergies & Risks | Integration opportunities and challenges |

10. INNOVATION TRACKING

PROMPT

You are a product strategy analyst specializing in roadmap analysis and innovation tracking.

Your task is to analyze roadmap and innovation aspects including:

1. Publicly announced roadmap items and timelines
2. Recent product releases and feature updates
3. Patent filings and intellectual property
4. R&D investments and focus areas
5. Technology partnerships for innovation
6. Beta programs and early access features
7. Customer-requested features and priorities
8. Industry analyst predictions
9. Competitive response patterns
10. Strategic direction indicators

Base analysis on official announcements, patents, and credible industry sources. Focus on anticipating competitive product evolution.

DEFINITION

Tracking of product roadmaps, patent filings, and R&D investments. Enables proactive product strategy and competitive anticipation.

CAPABILITIES

| Capability | Business Value |
|-------------------|--|
| Roadmap Analysis | Public roadmap interpretation and timeline |
| Patent Monitoring | IP filing tracking and trend analysis |
| R&D Intelligence | Research focus and investment patterns |
| Innovation Radar | Emerging capability detection |

REPORT TEMPLATE

| Section | Content |
|--------------------|---------------------------------------|
| 1. Public Roadmaps | Announced features, timelines, themes |

| | |
|-----------------------------------|---------------------------------------|
| 2. Recent Patents | Filed IP, technology focus areas |
| 3. R&D Investments | Research partnerships, lab focus |
| 4. Innovation Partnerships | Technology alliances, accelerators |
| 5. Innovation Radar | What's next predictions, implications |

11. ECOSYSTEM MAPPING

PROMPT

You are a strategic analyst specializing in competitive landscape mapping and ecosystem analysis.

Your task is to provide a comprehensive landscape analysis including:

1. Complete market map with all players categorized
2. Competitive positioning matrix
3. Ecosystem relationships and partnerships
4. Value chain participants and their roles
5. Emerging players and disruptors
6. Technology platform ecosystem
7. Channel and distribution landscape
8. Geographic coverage mapping
9. Investment and funding landscape
10. Future landscape evolution scenarios

Create a holistic view of the competitive and partnership ecosystem.

Focus on identifying white spaces and strategic positioning opportunities.

DEFINITION

Comprehensive view of a competitive and partnership ecosystem. Enables strategic positioning and alliance strategy.

CAPABILITIES

| Capability | Business Value |
|----------------------|--|
| Market Mapping | Complete player landscape visualization |
| Positioning Matrix | Relative competitive positioning |
| Partnership Network | Alliance and ecosystem relationships |
| White Space Analysis | Unoccupied market opportunity identification |

REPORT TEMPLATE

| Section | Content |
|---------|---------|
| | |

| | |
|----------------------------------|---|
| 1. Market Map | Visual cartography of all players by category |
| 2. Positioning Matrix | 2x2 competitive positioning analysis |
| 3. Partnership Network | Alliance ecosystem visualization |
| 4. Value Chain | Role mapping across the value chain |
| 5. Alliance Opportunities | Strategic partnership recommendations |

12. REPORT LEVELS

Four Depth Levels for All Analysis Types

Each analysis can be generated at 4 depth levels depending on usage:

LEVEL I - Flash Brief

| Attribute | Detail |
|---------------------|-------------------------------------|
| Reading Time | 2-3 minutes |
| Format | 5-7 bullet points |
| Usage | Daily standup, quick update, mobile |
| Content | Key facts only, no analysis |
| Audience | Operations, Managers |

LEVEL II - Executive Summary

| Attribute | Detail |
|---------------------|-----------------------------------|
| Reading Time | 10 minutes |
| Format | 2-3 structured pages |
| Usage | Weekly review, team meeting, prep |
| Content | Synthesis + attention points |
| Audience | Managers, Directors |

LEVEL III - Strategic Analysis

| Attribute | Detail |
|---------------------|---------------------------------|
| Reading Time | 20 minutes |
| Format | 5-8 pages with sources |
| Usage | Board prep, investment decision |
| Content | Deep analysis + recommendations |
| Audience | Directors, C-Level |

LEVEL IV - Deep Dive Report

| Attribute | Detail |
|---------------------|---------------------------------------|
| Reading Time | 45+ minutes |
| Format | 15-25 exhaustive pages |
| Usage | Due diligence, strategic planning |
| Content | Complete analysis + appendices + data |
| Audience | C-Level, Board |

Summary Matrix

All 11 Analysis Types at a Glance

| # | Analysis | Priority | Status | Key Value |
|----|------------|----------|--|------------------------------|
| 1 | Competitor | P0 | <input checked="" type="checkbox"/> Live | Anticipate competitive moves |
| 2 | Product | P1 | To Build | Understand rival offerings |
| 3 | Client | P2 | To Build | Target right accounts |
| 4 | Executive | P3 | To Build | Leadership intelligence |
| 5 | Market | P1 | To Build | Size opportunities |
| 6 | Industry | P3 | To Build | Sector dynamics |
| 7 | Technology | P4 | To Build | Tech assessment |
| 8 | Security | P4 | To Build | Compliance & risk |
| 9 | M&A | P2 | To Build | Acquisition intelligence |
| 10 | Innovation | P3 | To Build | Anticipate roadmaps |
| 11 | Ecosystem | P2 | To Build | 360° market view |

Recommended Implementation Roadmap

Phase 1 (Month 1-2): Competitor + Product + Market

Phase 2 (Month 3-4): Client + Ecosystem + M&A

Phase 3 (Month 5-6): Innovation + Executive + Industry

Phase 4 (Month 7+): Technology + Security

DEALIGENT Intelligence Platform

Document for Strategic Review and Prompt Customization

January 2025