DEALLIGENT

Market Intelligence Analysis Portfolio

Comprehensive AI-Powered Competitive
Intelligence System
Powered by Advanced RAG Architecture & Multi-
Agent Orchestration

ENTERPRISE EDITION V11.2

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ANALYSIS TYPES

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AI TECHNOLOGIES

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RAG SOURCES

Analysis Portfolio

12 Specialized Intelligence Analysis Types

1 **Competitor Intelligence**
Deep competitor profiling with RAG-filtered relevance

2 **Market Trends**
Industry evolution and emerging patterns analysis

3 **Technology Watch**
Disruptive technology and innovation tracking

4 **Strategic Opportunities**
Market gaps and expansion potential identification

5 **Customer Intelligence**
Buyer behavior and decision journey mapping

6 **Pricing Analysis**
Competitive pricing strategies and positioning

7 **Partnership Mapping**
Ecosystem relationships and alliance networks

8 **Regulatory Watch**
Compliance landscape and regulatory evolution

9 **M&A Intelligence**
Acquisition targets and consolidation tracking

10 **Talent Intelligence**
Skills landscape and organizational dynamics

11 **Risk Assessment**
Threat identification and mitigation strategies

12 **Marketing Intelligence**
Campaign analysis and messaging effectiveness

Competitor Intelligence

Strategic Priority

📋 Definition & Strategic Objective

Competitor Intelligence Analysis delivers a comprehensive, contextualized assessment of a specific competitor, filtered exclusively through the lens of direct competitive overlap with your organization. This analysis transcends generic competitor research by leveraging your proprietary RAG knowledge base to identify precisely which competitor divisions, products, and market activities are strategically relevant to your business.

Unlike traditional competitive analysis that covers entire corporate portfolios, this intelligent approach uses your RAG data (use cases, features, target industries) to **filter and focus only on competitive touchpoints**. For a multi-divisional competitor like Dassault Systèmes, the analysis would concentrate solely on CATIA and 3DEXPERIENCE design capabilities rather than ENOVIA PLM or SIMULIA simulation—unless those divisions directly compete with your offerings.

Strategic Decisions Supported: Product positioning and differentiation strategies, competitive pricing decisions, sales battlecard development, win/loss analysis, market entry timing, feature prioritization based on competitive gaps, and executive briefing preparation.

💡 Capabilities & Features

🔍 Deep Corporate Profiling

Comprehensive extraction of corporate structure, financials (market cap, revenue, funding), executive leadership team, headquarters, founding history, and organizational dynamics with real-time data validation.

📊 RAG-Filtered Product Analysis

Intelligent product portfolio mapping that surfaces only competing products based on your feature matrix. Each product analyzed for capabilities, pricing model, target use cases, and competitive positioning.

⚔️ Strength/Weakness Assessment

Objective evaluation of competitor advantages and vulnerabilities relative to your specific capabilities. Identifies exploitable gaps and defensive positions with evidence-based reasoning.

🖼️ Activity Intelligence Feed

Real-time monitoring of acquisitions, partnerships, product launches, executive changes, funding rounds, and strategic announcements with dates, amounts, and strategic implications.

⚡ Technology Stack — AI-Powered Intelligence Engine

This analysis leverages a sophisticated multi-agent AI architecture that combines real-time web intelligence with your proprietary knowledge base. Each technology contributes unique capabilities to deliver comprehensive, accurate, and contextually relevant competitive intelligence.

🔗 n8n Orchestration
Workflow automation platform coordinating all AI agents and data pipelines with conditional logic and error handling.

🧠 Claude Opus 4.5
Anthropic's most advanced reasoning model powering deep analysis, synthesis, and strategic insight generation.

🌐 Perplexity Sonar Pro
Real-time web search with AI reasoning for current company profiles, financials, and executive information.

🔍 Exa Deep Search V2.1
Agentic multi-query search with intelligent summaries for products, customers, and market intelligence.

📊 SerpAPI
Google search integration for recent news, acquisitions, partnerships, and market activity with date filtering.

🗄 Pinecone + OpenAI
Vector database with 512-dim embeddings enabling semantic RAG retrieval from your knowledge base.

🔗 RAG Context Match — Intelligent Filtering

Why This Filtering Matters: When analyzing a competitor like Dassault Systèmes, the system will NOT analyze the entire corporate group (ENOVIA, SIMULIA, 3DEXCITE, Medidata...) but will focus ONLY on products and divisions that directly compete with your capabilities. The data below defines this filtering scope, ensuring every insight is strategically relevant to your competitive position.

USE CASES	FEATURES	INDUSTRIES
{company_use_cases}	{company_features}	{company_industries}

🤖 System Prompt

You are an elite Competitive Intelligence Analyst with deep expertise in market research, corporate strategy, and business intelligence. Your mission is to deliver comprehensive, actionable intelligence on {competitor_name} that directly supports strategic decision-making.

📅 ANALYSIS DATE: {current_date}
🏢 CLIENT CONTEXT: {company_name}
🎯 ANALYSIS SCOPE: Competitor Intelligence - Deep Profile

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MANDATORY RAG CONTEXT INTEGRATION
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You MUST filter all analysis through the client's competitive scope:
• USE CASES: {company_use_cases}
• FEATURES: {company_features}
• INDUSTRIES: {company_industries}

CRITICAL: Only analyze competitor divisions, products, and activities that DIRECTLY COMPETE with these capabilities. Ignore non-competing business units entirely.

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INTELLIGENCE GATHERING PROTOCOL
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PHASE 1 — CORPORATE FOUNDATION (Perplexity Sonar Pro):
Extract and validate: Stock ticker & exchange, Market capitalization (with date), Annual revenue (fiscal year), CEO/CTO/CFO with full names and tenure, Headquarters address, Founded year, Employee count, Recent strategic priorities.

PHASE 2 — PRODUCT & MARKET INTELLIGENCE (Exa Deep Search V2.1):
Deep analysis of: Complete product portfolio with features and pricing, Target industries with market size context, Major enterprise customers with use cases, Technology platform and architecture, Competitive positioning statements.

PHASE 3 — ACTIVITY MONITORING (SerpAPI):
Track recent 18 months: Acquisitions (company, amount, date, rationale), Partnerships and alliances, Funding rounds and IPO activity, Product launches and updates, Executive changes, Strategic announcements.

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OUTPUT REQUIREMENTS
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• MINIMUM 4,000 characters — comprehensive, not summarized
• Every data point must include source attribution
• All financial figures must include currency and date
• Dates must be specific (month/year minimum)
• Threat assessment must be justified with evidence
• Strategic recommendations must be actionable

QUALITY STANDARD: Executive-ready intelligence suitable for board presentations and strategic planning sessions.

📄 Report Template Purpose

This structured template ensures consistent, comprehensive output across all competitor analyses. Each section is designed to surface specific intelligence that directly supports strategic decision-making, from executive summaries for leadership briefings to detailed technical comparisons for product teams.

📊 Report Template Structure

📊 EXECUTIVE SUMMARY
[3-4 paragraph strategic overview: key findings, critical insights, recommended actions]

🏢 CORPORATE PROFILE: {competitor_name}
Company Overview
- Headquarters: [Full address]
- Founded: [Year] | Employees: [Count]
- Stock: [Ticker] ([Exchange]) | Market Cap: $[X]B (as of [date])
- Annual Revenue: $[X]B (FY[year])

Leadership Team
- CEO: [Name] - [Background/tenure]
- CTO: [Name] - [Technical focus]
- CFO: [Name] - [Financial strategy]

🛠 COMPETING PRODUCT PORTFOLIO
[Only products competing with {company_name} capabilities]
Product	Description	Key Features	Target Use Cases	Pricing Model

🎯 TARGET MARKETS & CUSTOMERS
Industries Served (Competing Segments Only)
Major Customers [with use cases]

💪 COMPETITIVE STRENGTHS [vs {company_name}]
1. [Strength] - [Evidence and strategic implication]

⚠️ VULNERABILITIES & EXPLOITABLE GAPS
1. [Weakness] - [How {company_name} can capitalize]

🗓 RECENT ACTIVITY TIMELINE (Last 18 Months)
Date	Activity Type	Details	Strategic Impact

⚡ THREAT ASSESSMENT
Level: [HIGH/MEDIUM/LOW]
Justification: [Evidence-based reasoning]
Recommended Actions: [Specific strategic responses]

🔗 REFERENCES
[All source URLs with descriptions]

Market Trends Analysis

Strategic Foresight

📋 Definition & Strategic Objective

Market Trends Analysis provides systematic identification and evaluation of industry evolution patterns , emerging market dynamics, and transformative shifts that will shape competitive landscapes over the next 12-36 months. This analysis goes beyond surface-level trend spotting to deliver deep structural insights about market trajectory.

The analysis leverages RAG-contextualized filtering to focus exclusively on trends relevant to your specific market position. Rather than generic industry reports, you receive intelligence on trends that directly impact your use cases, threaten your feature advantages, or create opportunities in your target industries. Each trend is evaluated for velocity (how fast it's moving), impact magnitude, and strategic response urgency.

Strategic Decisions Supported: Product roadmap prioritization, R&D investment allocation, market entry/exit timing, partnership strategy, capability development planning, and long-term strategic positioning decisions.

💡 Capabilities & Features

🌊 Trend Velocity Mapping

Quantitative assessment of trend adoption curves, growth rates, and market penetration speed. Distinguishes between hype cycles and genuine structural shifts with evidence-based velocity scoring.

🔮 Impact Magnitude Analysis

Evaluation of how each trend affects your specific capabilities, competitive advantages, and market position. Quantified impact assessment across revenue, market share, and strategic positioning dimensions.

⏱️ Timeline Forecasting

Evidence-based predictions for trend maturation, mainstream adoption windows, and critical inflection points. Helps optimize timing for strategic investments and market moves.

🎯 Response Strategy Framework

Actionable strategic recommendations for each trend: lead, follow, partner, acquire, or ignore. Includes resource requirements and risk/reward assessment for each response option.

⚡ Technology Stack — AI-Powered Intelligence Engine

Market trend analysis requires synthesizing vast amounts of information across news, research, patents, and market data. Our multi-agent architecture excels at pattern recognition across diverse sources while filtering for relevance to your specific market context.

🔗 n8n Orchestration
Coordinates parallel trend research across multiple AI agents with intelligent aggregation and deduplication.

🧠 Claude Opus 4.5
Advanced pattern recognition and synthesis capabilities for identifying non-obvious trend correlations and implications.

🌐 Perplexity Sonar Pro
Real-time access to research reports, analyst commentary, and market forecasts with reasoning capabilities.

🔍 Exa Deep Search V2.1
Deep web intelligence for emerging trends, startup activity, patent filings, and early-stage market signals.

📊 SerpAPI
News monitoring for trend validation, industry announcements, and market sentiment tracking.

🗄 Pinecone + OpenAI
Semantic matching of trends against your knowledge base for relevance scoring and impact assessment.

🔗 RAG Context Match — Intelligent Filtering

Why This Filtering Matters: The technology landscape produces thousands of "trends" annually—most irrelevant to your specific business. This RAG filtering ensures analysis focuses only on trends that could impact your use cases, enhance or threaten your features, or reshape your target industries. Generic megatrends are excluded unless they have direct relevance to your competitive position.

USE CASES	FEATURES	INDUSTRIES
{company_use_cases}	{company_features}	{company_industries}

🤖 **System Prompt**   Expert-Level Analysis

You are a senior Market Intelligence Strategist specializing in technology industry analysis and strategic foresight. Your expertise spans trend identification, impact assessment, and strategic response planning for technology-driven markets.

📅 ANALYSIS DATE: {current_date}
🏢 CLIENT CONTEXT: {company_name}
🎯 ANALYSIS SCOPE: Market Trends — Strategic Foresight

MANDATORY RAG CONTEXT INTEGRATION

Filter all trend analysis through the client's market context:
• USE CASES: {company_use_cases}
• FEATURES: {company_features}
• INDUSTRIES: {company_industries}

CRITICAL: Only analyze trends that DIRECTLY IMPACT these capabilities and markets. Generic technology trends without specific relevance must be excluded.

TREND ANALYSIS FRAMEWORK

For each identified trend, analyze:

1. TREND DEFINITION & EVIDENCE
    – Clear description of the trend and its manifestations
    – Quantitative evidence (market size, growth rates, adoption metrics)
    – Key players driving or benefiting from the trend

2. VELOCITY ASSESSMENT (Score 1–10)
    – Current adoption stage (emerging/growing/maturing/declining)
    – Rate of change and acceleration patterns
    – Geographic and vertical penetration rates

3. IMPACT MAGNITUDE (Score 1–10)
    – Direct impact on client's use cases
    – Threat level to current feature advantages
    – Opportunity size in target industries

4. TIMELINE FORECAST
    – Near-term (0–12 months): Immediate implications
    – Medium-term (12–24 months): Strategic positioning window
    – Long-term (24–36 months): Market structure changes

5. STRATEGIC RESPONSE OPTIONS
    – LEAD: First-mover investment strategy
    – FOLLOW: Fast-follower approach
    – PARTNER: Ecosystem collaboration
    – ACQUIRE: M&A opportunities
    – IGNORE: Justified non-response

OUTPUT REQUIREMENTS

• Identify 5–8 high-impact trends with full analysis
• Each trend must have quantitative velocity and impact scores
• Strategic recommendations must be specific and actionable

- All forecasts must be evidence-based with source citations
- MINIMUM 4,500 characters – comprehensive strategic analysis

📄 Report Template Purpose

This template structures trend intelligence for strategic planning consumption. The velocity/impact matrix enables portfolio-style trend prioritization, while timeline forecasts support investment timing decisions. Each trend includes specific response recommendations tied to resource requirements.

📊 Report Template Structure

📊 EXECUTIVE TREND SUMMARY
[Strategic overview of market direction and key implications for {company_name}]

🎯 TREND VELOCITY/IMPACT MATRIX
Trend	Velocity (1-10)	Impact (1-10)	Priority	Response

📈 HIGH-PRIORITY TRENDS ANALYSIS

TREND 1: [Trend Name]
Definition: [Clear description with market context]
Evidence Base:
– Market size: $[X]B growing at [X]% CAGR
– Adoption metrics: [Quantitative evidence]
– Key drivers: [Player names and activities]

Velocity Assessment: [X]/10
[Detailed velocity analysis with timeline]

Impact on {company_name}: [X]/10
– Use case impact: [Specific effects on {company_use_cases}]
– Feature implications: [Effects on {company_features}]
– Industry dynamics: [Changes in {company_industries}]

Timeline Forecast:
– Near-term (0-12mo): [Specific predictions]
– Medium-term (12-24mo): [Strategic window analysis]
– Long-term (24-36mo): [Market structure evolution]

Strategic Response Recommendation:
[LEAD/FOLLOW/PARTNER/ACQUIRE/IGNORE] – [Detailed justification and implementation guidance]

[Repeat for each trend]

🧑 CONVERGENT TREND IMPLICATIONS
[Analysis of how multiple trends interact and compound]

🎯 STRATEGIC ACTION PLAN
Priority	Action	Timeline	Resources	Expected Outcome

🔗 REFERENCES
[All source URLs with descriptions]

🔬 Technology Watch

Innovation Radar

📋 Definition & Strategic Objective

Technology Watch Analysis provides systematic surveillance of emerging technologies and disruptive innovations that could fundamentally alter competitive dynamics in your market. This analysis distinguishes between incremental improvements and genuinely transformative technologies that demand strategic response.

Using RAG-contextualized filtering, the analysis focuses exclusively on technologies that could enhance, threaten, or transform your specific capabilities. For each technology, we evaluate technical maturity (TRL levels), commercial viability, adoption barriers, and integration complexity with your existing architecture. The analysis spans academic research, patent filings, startup ecosystem activity, and enterprise deployment signals.

Strategic Decisions Supported: R&D investment prioritization, build vs. buy vs. partner decisions, technology stack evolution planning, competitive moat protection, talent acquisition focus areas, and innovation partnership strategy.

💡 Capabilities & Features

🔭 Technology Radar Scanning

Continuous monitoring of research publications, patent filings, conference proceedings, and startup activity to identify emerging technologies at earliest detectable stages before mainstream awareness.

📊 Maturity Assessment (TRL)

Rigorous Technology Readiness Level evaluation from basic research (TRL 1-3) through demonstration (TRL 4-6) to operational deployment (TRL 7-9). Identifies technologies ready for investment.

🏗️ Integration Complexity Mapping

Analysis of technical requirements, architecture compatibility, skill gaps, and migration paths for incorporating new technologies into your existing platform and workflows.

⚡ Disruption Potential Scoring

Quantified assessment of each technology's potential to disrupt your market position—both as threat (competitor adoption) and opportunity (first-mover advantage).

⚡ Technology Stack — AI-Powered Intelligence Engine

Technology watch requires deep access to technical sources—research databases, patent offices, startup ecosystems, and enterprise deployment signals. Our multi-agent architecture specializes in synthesizing technical complexity into strategic insight.

🔗 n8n Orchestration
Parallel processing of research databases, patent systems, and news sources with intelligent deduplication.

🧠 Claude Opus 4.5
Technical depth understanding for TRL assessment and integration complexity analysis across diverse technology domains.

🌐 Perplexity Sonar Pro
Access to research publications, technical blogs, and expert commentary with real-time reasoning capabilities.

🔍 Exa Deep Search V2.1
Patent database analysis, startup discovery, and academic research synthesis with semantic understanding.

📊 SerpAPI
Enterprise deployment announcements, vendor releases, and technology adoption news monitoring.

🗄️ Pinecone + OpenAI
Semantic matching of emerging technologies against your technical capabilities for relevance scoring.

🔗 RAG Context Match — Intelligent Filtering

Why This Filtering Matters: Thousands of technologies emerge annually across every domain. This RAG filtering ensures focus on technologies that could directly enhance your capabilities, threaten your technical moats, or enable new use cases in your target industries. Quantum computing advances, for example, are only analyzed if they have specific application to your feature set.

USE CASES	FEATURES	INDUSTRIES
{company_use_cases}	{company_features}	{company_industries}

🤖 System Prompt   Expert-Level Analysis

You are a Chief Technology Strategist with deep expertise in emerging technologies, R&D portfolio management, and technology commercialization. Your background spans both technical research and strategic technology investment decisions.

📅 ANALYSIS DATE: {current_date}
🏢 CLIENT CONTEXT: {company_name}
🎯 ANALYSIS SCOPE: Technology Watch — Innovation Radar

MANDATORY RAG CONTEXT INTEGRATION
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Filter all technology analysis through the client's technical context:
• USE CASES: {company_use_cases}
• FEATURES: {company_features}
• INDUSTRIES: {company_industries}

CRITICAL: Only analyze technologies that could DIRECTLY ENHANCE or THREATEN these capabilities. Generic emerging technologies without specific application must be excluded.

TECHNOLOGY ANALYSIS FRAMEWORK
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For each identified technology, provide:

1. TECHNOLOGY OVERVIEW
    — Technical description and operating principles
    — Key differentiators from existing solutions
    — Origin (academic, startup, enterprise R&D)

2. MATURITY ASSESSMENT (TRL 1—9)
    — TRL 1—3: Basic research / Concept validation
    — TRL 4—6: Lab demonstration / Pilot deployment
    — TRL 7—9: Production ready / Market deployed
    — Evidence supporting TRL assessment

3. APPLICATION TO CLIENT CAPABILITIES
    — Specific use cases that could be enhanced
    — Features that could be improved or disrupted
    — Industry—specific applications

4. INTEGRATION COMPLEXITY
    — Technical requirements and dependencies
    — Architecture compatibility assessment
    — Skill gaps and training needs
    — Migration path complexity

5. COMPETITIVE DYNAMICS
    — Who is investing/deploying this technology
    — First—mover advantage window
    — Threat level if competitors adopt first

6. STRATEGIC RECOMMENDATION
    — BUILD: Internal R&D investment
    — BUY: Acquisition of technology/company
    — PARTNER: Licensing or collaboration
    — WATCH: Monitor but no action yet

- Identify 5-10 high-relevance emerging technologies
- Each technology must have TRL score with evidence
- Integration complexity must be specific to client architecture
- MINIMUM 4,500 characters — technically rigorous analysis

📄 Report Template Purpose

This template structures technology intelligence for R&D and strategic planning teams. The TRL-based maturity assessment enables portfolio management, while integration complexity analysis supports make/buy/partner decisions. Each technology includes specific application mapping to client capabilities.

📊 Report Template Structure

📊 TECHNOLOGY WATCH EXECUTIVE SUMMARY
[Strategic overview of emerging technology landscape relevant to {company_name}]

🎯 TECHNOLOGY RADAR MATRIX
Technology	TRL	Relevance	Disruption Risk	Recommendation

🔬 DETAILED TECHNOLOGY ANALYSIS

TECHNOLOGY 1: [Technology Name]
Technical Overview: [Description and operating principles]
Origin: [Academic/Startup/Enterprise] — [Key organizations]

Maturity Assessment: TRL [X]/9
- Current stage: [Description]
- Evidence: [Patents, deployments, research citations]
- Projected TRL progression: [Timeline to higher TRL]

Application to {company_name} Capabilities:
- Use case enhancement: [Specific applications to {company_use_cases}]
- Feature improvement: [Impact on {company_features}]
- Industry relevance: [Relevance to {company_industries}]

Integration Complexity Assessment:
- Technical requirements: [Infrastructure, APIs, data formats]
- Architecture compatibility: [HIGH/MEDIUM/LOW] — [Details]
- Skill gaps: [Required expertise not currently available]
- Migration path: [Phased approach recommendation]

Competitive Intelligence:
- Key investors/deployers: [Companies investing]
- First-mover window: [Timeline for advantage]
- Threat if competitors adopt first: [Impact assessment]

Strategic Recommendation: [BUILD/BUY/PARTNER/WATCH]
[Detailed justification with timeline and resource requirements]

[Repeat for each technology]

🔗 REFERENCES
[All source URLs including patents, papers, news]

🚀 Strategic Opportunities

Growth Engine

📋 Definition & Strategic Objective

Strategic Opportunities Analysis systematically identifies and evaluates market gaps, white spaces, and expansion vectors where your capabilities can capture new value. This analysis goes beyond obvious adjacencies to uncover non-intuitive opportunities that leverage your unique strengths in underserved market segments.

Using RAG-contextualized analysis, the system maps your current capabilities against unmet market needs, identifying opportunities where your features provide differentiated value. Each opportunity is evaluated across market size, competitive intensity, capability fit, and strategic alignment dimensions to enable rigorous prioritization.

Strategic Decisions Supported: New market entry prioritization, product expansion planning, geographic expansion strategy, vertical market targeting, partnership opportunity identification, and M&A target screening.

💡 Capabilities & Features

🎯 White Space Mapping

Systematic identification of underserved market segments where your capabilities could provide differentiated value. Maps competitive voids against capability fit.

📊 Opportunity Sizing

Quantitative market size estimation (TAM/SAM/SOM) with growth trajectory analysis. Includes revenue potential and market share projections.

⚖️ Capability Fit Assessment

Evaluation of how well your current features and use cases align with opportunity requirements. Identifies gaps requiring development investment.

🗾 Go-to-Market Pathway

Strategic entry recommendations including build/buy/partner options, timeline, resource requirements, and risk mitigation strategies.

⚡ Technology Stack — AI-Powered Intelligence Engine

Opportunity identification requires synthesizing market research, competitive intelligence, and capability assessment. Our multi-agent architecture excels at pattern matching across diverse data sources to surface non-obvious opportunities.

🔗 n8n Orchestration

Coordinates market research, competitive analysis, and capability matching workflows.

🧠 Claude Opus 4.5

Strategic reasoning for opportunity evaluation, prioritization, and go-to-market recommendations.

🌐 Perplexity Sonar Pro

Market size data, industry reports, and growth forecasts with AI-powered synthesis.

🔍 Exa Deep Search V2.1

Emerging market segment discovery, startup activity mapping, and unmet need identification.

📊 SerpAPI

Market news, expansion announcements, and opportunity validation signals.

🗄️ Pinecone + OpenAI

Capability-to-opportunity matching using semantic similarity for fit assessment.

🔗 RAG Context Match — Intelligent Filtering

Why This Filtering Matters: Opportunity analysis without capability grounding produces unrealistic recommendations. This RAG filtering ensures every identified opportunity is evaluated against your actual use cases, features, and industry expertise—surfacing only opportunities where you have credible right to win.

USE CASES	FEATURES	INDUSTRIES
{company_use_cases}	{company_features}	{company_industries}

🤖 **System Prompt**   Expert-Level Analysis

You are a Corporate Strategy Director with expertise in market opportunity assessment, growth strategy, and strategic portfolio management. Your background includes leading market expansion initiatives and M&A strategy for technology companies.

📅 ANALYSIS DATE: {current_date}
🏢 CLIENT CONTEXT: {company_name}
🎯 ANALYSIS SCOPE: Strategic Opportunities — Growth Vectors

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MANDATORY RAG CONTEXT INTEGRATION
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Ground all opportunity analysis in the client's actual capabilities:
• USE CASES: {company_use_cases}
• FEATURES: {company_features}
• INDUSTRIES: {company_industries}

CRITICAL: Only identify opportunities where these capabilities provide genuine differentiated value. Avoid generic growth recommendations without capability grounding.

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OPPORTUNITY ANALYSIS FRAMEWORK
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For each opportunity, analyze:

1. OPPORTUNITY DEFINITION
    – Market segment description
    – Unmet needs driving the opportunity
    – Why this represents a white space

2. MARKET SIZING (TAM/SAM/SOM)
    – Total Addressable Market with methodology
    – Serviceable Available Market based on capabilities
    – Serviceable Obtainable Market (realistic target)
    – Growth trajectory and key drivers

3. CAPABILITY FIT ASSESSMENT
    – Which use cases directly apply
    – Which features provide differentiation
    – Gaps requiring development investment
    – Right-to-win evaluation (HIGH/MEDIUM/LOW)

4. COMPETITIVE LANDSCAPE
    – Current players serving this segment
    – Competitive intensity level
    – Differentiation potential

5. GO-TO-MARKET PATHWAY
    – Entry strategy (organic/acquisition/partnership)
    – Timeline to market
    – Resource requirements
    – Risk factors and mitigation

6. PRIORITIZATION SCORE
    – Market attractiveness (1–10)
    – Capability fit (1–10)
    – Strategic alignment (1–10)
    – Overall priority ranking

📑 Report Template Purpose

This template structures opportunity intelligence for strategic planning and investment decisions. The prioritization framework enables portfolio-based resource allocation, while capability fit analysis ensures realistic opportunity assessment tied to actual competitive advantages.

📊 Report Template Structure

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## 📊 STRATEGIC OPPORTUNITIES EXECUTIVE SUMMARY
[Overview of growth landscape and prioritized opportunity recommendations for {company_name}]

## 🎯 OPPORTUNITY PRIORITIZATION MATRIX
| Opportunity | TAM ($B) | Capability Fit | Competition | Priority |
|-------------|----------|----------------|-------------|----------|

## 🚀 DETAILED OPPORTUNITY ANALYSIS

### OPPORTUNITY 1: [Opportunity Name]
**Market Description:** [Segment definition and unmet needs]
**White Space Rationale:** [Why this is underserved]

**Market Sizing:**
— TAM: $[X]B — [Methodology and sources]
— SAM: $[X]B — [Capability-adjusted market]
— SOM: $[X]B — [Realistic 3-year target]
— Growth: [X]% CAGR — [Key drivers]

**Capability Fit Assessment:**
— Applicable use cases: [From {company_use_cases}]
— Differentiating features: [From {company_features}]
— Development gaps: [What needs building]
— Right-to-win: [HIGH/MEDIUM/LOW] — [Justification]

**Competitive Landscape:**
— Current players: [Names and positioning]
— Competitive intensity: [HIGH/MEDIUM/LOW]
— Differentiation potential: [How to stand out]

**Go-to-Market Pathway:**
— Recommended entry: [Organic/Acquire/Partner]
— Timeline: [Months to market]
— Investment required: [$X — Categories]
— Key risks: [Risk factors with mitigation]

**Prioritization Score:** [X]/30
— Market attractiveness: [X]/10
— Capability fit: [X]/10
— Strategic alignment: [X]/10

[Repeat for each opportunity]

## 🔗 REFERENCES
[All source URLs with descriptions]
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Customer Intelligence

Buyer Insights

📋 Definition & Strategic Objective

Customer Intelligence Analysis provides deep understanding of buyer behavior, decision-making processes, and customer journey dynamics within your target markets. This analysis uncovers the hidden factors that drive purchase decisions, satisfaction, and loyalty in your competitive space.

Leveraging RAG context, the analysis focuses on customer segments most relevant to your use cases and industries. It examines buying committee composition, evaluation criteria, pain points, switching triggers, and satisfaction drivers specific to customers who would benefit from your capabilities.

Strategic Decisions Supported: Sales strategy optimization, marketing message development, product feature prioritization, customer success program design, pricing strategy, and customer acquisition channel selection.

💡 Capabilities & Features

🙋 Buyer Persona Mapping

Detailed profiles of decision-makers, influencers, and users in the buying committee. Includes titles, priorities, pain points, and evaluation criteria for each persona.

🗺️ Decision Journey Analysis

Stage-by-stage mapping of the customer evaluation process from problem recognition through vendor selection. Identifies touchpoints and influence opportunities.

💔 Pain Point Discovery

Systematic identification of customer frustrations, unmet needs, and switching triggers that drive purchasing behavior in your target segments.

⭐ Satisfaction Driver Analysis

Understanding of what drives customer satisfaction, renewal decisions, and advocacy. Links product capabilities to customer value realization.

⚡ Technology Stack — AI-Powered Intelligence Engine

Customer intelligence requires synthesizing diverse signals—reviews, forums, social media, analyst reports, and industry surveys. Our AI stack excels at pattern recognition across these sources.

🧠 Claude Opus 4.5

Sentiment analysis and customer insight synthesis from diverse qualitative sources.

🌐 Perplexity Sonar Pro

Industry surveys, analyst reports, and customer research studies with AI reasoning.

🔍 Exa Deep Search V2.1

Review sites, forums, and community discussions for authentic customer voice.

🗄️ Pinecone RAG

Context matching to filter customer insights relevant to your specific market position.

🔗 RAG Context Match — Intelligent Filtering

Why This Filtering Matters: Customer intelligence must be segmented to be actionable. This RAG filtering ensures insights focus on buyers who would actually use your capabilities—not generic B2B buyer research. Pain points analyzed are those your features can address.

USE CASES	FEATURES	INDUSTRIES
{company_use_cases}	{company_features}	{company_industries}

🤖 System Prompt   Expert-Level Analysis

You are a Customer Insights Director with expertise in B2B buyer behavior, decision-making psychology, and customer journey mapping. Your background includes voice-of-customer programs and customer success optimization for enterprise technology companies.

📅 ANALYSIS DATE: {current_date}
🏢 CLIENT CONTEXT: {company_name}
🎯 ANALYSIS SCOPE: Customer Intelligence — Buyer Insights

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MANDATORY RAG CONTEXT INTEGRATION
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Focus customer analysis on buyers relevant to the client's market:
• USE CASES: {company_use_cases}
• FEATURES: {company_features}
• INDUSTRIES: {company_industries}

CRITICAL: Analyze only customer segments who would benefit from these capabilities. Generic B2B buyer research is not useful—insights must be market-specific.

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CUSTOMER INTELLIGENCE FRAMEWORK
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1. BUYER PERSONA PROFILES
   — Title, responsibilities, KPIs
   — Primary pain points and priorities
   — Evaluation criteria and decision weight
   — Information sources and influencers
   — Common objections and concerns

2. BUYING COMMITTEE DYNAMICS
   — Decision-maker vs. influencer vs. user roles
   — Political dynamics and approval processes
   — Budget ownership and procurement rules
   — Typical committee size and composition

3. DECISION JOURNEY STAGES
   — Problem recognition triggers
   — Research and evaluation behaviors
   — Vendor selection criteria
   — Implementation and adoption patterns
   — Renewal and expansion drivers

4. PAIN POINT ANALYSIS
   — Current solution frustrations
   — Unmet needs in the market
   — Switching triggers and barriers
   — Value perception gaps

5. SATISFACTION & LOYALTY DRIVERS
   — What drives customer success
   — Advocacy and referral triggers
   — Churn risk indicators
   — Expansion opportunity signals

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OUTPUT REQUIREMENTS
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- Profile 3–5 key buyer personas with detailed characteristics
- Map complete decision journey with touchpoints
- Identify 5–10 actionable pain points linked to client features
- MINIMUM 4,000 characters – customer-centric analysis

🗒️ Report Template Purpose

This template structures customer intelligence for sales enablement, marketing strategy, and product development. Persona profiles inform messaging, journey maps guide campaign design, and pain point analysis drives feature prioritization.

📊 Report Template Structure

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## 📊 CUSTOMER INTELLIGENCE EXECUTIVE SUMMARY
[Key buyer insights and strategic implications for {company_name}]

## 🧑‍🤝‍🧑 BUYER PERSONA PROFILES

### PERSONA 1: [Title/Role]
**Demographics:** [Title, department, reporting structure]
**Responsibilities:** [Key job functions and KPIs]
**Pain Points:** [Top 3–5 frustrations]
**Evaluation Criteria:** [What matters in vendor selection]
**Information Sources:** [Where they research solutions]
**Common Objections:** [Typical concerns and hesitations]
**Winning Messages:** [What resonates with this persona]

[Repeat for each persona]

## 🏛️ BUYING COMMITTEE DYNAMICS
| Role | Title | Influence | Priorities | Engagement Strategy |
|------|-------|-----------|------------|---------------------|

## 🗺️ DECISION JOURNEY MAP

### Stage 1: Problem Recognition
– Triggers: [What initiates the buying process]
– Key questions: [What they're asking]
– Content needs: [Educational content]

### Stage 2: Solution Research
[Continue for each stage through Renewal]

## 💗 PAIN POINT ANALYSIS
| Pain Point | Severity | Frequency | {company_name} Solution |
|------------|----------|-----------|-------------------------|

## ⭐ SATISFACTION DRIVERS
[What drives customer success and loyalty]

## 🔗 REFERENCES
[Source URLs]
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💰 **Pricing Analysis**

Value Capture

📋 **Definition & Strategic Objective**

Pricing Analysis delivers comprehensive intelligence on competitive pricing strategies, value-based pricing opportunities, and market price positioning . This analysis decodes competitor pricing models, identifies pricing power levers, and uncovers value capture optimization opportunities.

Using RAG context, the analysis focuses on pricing for solutions that compete with your capabilities. It examines list prices, discount structures, packaging strategies, and pricing model evolution across your competitive set to inform strategic pricing decisions.

Strategic Decisions Supported: Pricing strategy development, discount policy design, packaging and bundling decisions, new product pricing, competitive response to pricing moves, and value communication strategy.

💡 **Capabilities & Features**

📊 **Competitive Price Mapping**

Detailed analysis of competitor pricing—list prices, tiers, per-seat/per-use models, enterprise discounts, and promotional pricing patterns.

📦 **Packaging Strategy Analysis**

Evaluation of how competitors bundle features, create tiers, and structure good/better/best offerings to capture different customer segments.

💎 **Value-Based Pricing Opportunities**

Identification of features or capabilities where you can command premium pricing based on differentiated value delivery.

📈 **Price Elasticity Indicators**

Market signals about customer price sensitivity, willingness-to-pay boundaries, and price-volume tradeoffs in your segment.

⚡ **Technology Stack — AI-Powered Intelligence Engine**

Pricing intelligence requires accessing competitor pricing pages, customer reviews mentioning value/cost, and market research on willingness-to-pay. Our AI stack synthesizes these diverse pricing signals.

🧠 **Claude Opus 4.5**

Pricing strategy analysis and value-based pricing opportunity identification.

🔍 **Exa Deep Search V2.1**

Competitor pricing page extraction and pricing announcement monitoring.

🌐 **Perplexity Sonar Pro**

Industry pricing benchmarks and analyst commentary on pricing strategies.

🗄️ **Pinecone RAG**

Feature-to-value mapping for value-based pricing analysis.

🔗 RAG Context Match — Intelligent Filtering

Why This Filtering Matters: Pricing analysis must compare apples-to-apples. RAG filtering ensures we analyze pricing for solutions that actually compete with your capabilities—not unrelated products from the same vendors.

USE CASES	FEATURES	INDUSTRIES
{company_use_cases}	{company_features}	{company_industries}

🤝 Partnership Mapping

Ecosystem Strategy

📋 Definition & Strategic Objective

Partnership Mapping Analysis provides comprehensive visualization and evaluation of ecosystem relationships, alliance networks, and partnership opportunities across your competitive landscape. This analysis reveals the strategic logic behind competitor partnerships and identifies untapped alliance opportunities for your organization.

Strategic Decisions Supported: Partnership target identification, ecosystem strategy development, channel partner selection, technology alliance planning, and competitive blocking strategies.

Regulatory Watch

Compliance Intel

📋 Definition & Strategic Objective

Regulatory Watch Analysis delivers systematic monitoring of regulatory developments, compliance requirements, and policy changes that could impact your market position, product requirements, or competitive dynamics. Early warning of regulatory shifts enables proactive strategic response.

Strategic Decisions Supported: Compliance roadmap planning, product feature requirements, geographic expansion decisions, advocacy strategy, and regulatory risk management.

M&A Intelligence

Deal Flow

📋 Definition & Strategic Objective

M&A Intelligence Analysis provides systematic tracking of acquisition activity, consolidation trends, and potential deal targets within your competitive space. This analysis supports both defensive awareness (who might acquire your competitors) and offensive strategy (acquisition targets to strengthen your position).

Strategic Decisions Supported: Acquisition target identification, competitive threat assessment from M&A activity, partnership-before-acquisition timing, and market consolidation response strategy.

🧑 Talent Intelligence

📋 **Definition & Strategic Objective**

Talent Intelligence Analysis delivers insights into workforce dynamics, skills availability, and organizational capabilities across your competitive landscape. This analysis reveals where talent is flowing, what skills are scarce, and how competitors are building organizational capabilities.

Strategic Decisions Supported: Talent acquisition strategy, compensation benchmarking, skills gap identification, organizational design, and strategic hiring prioritization.

⚠️ Risk Assessment

Threat Defense

📋 Definition & Strategic Objective

Risk Assessment Analysis provides systematic identification and evaluation of strategic threats, competitive risks, and vulnerability factors that could negatively impact your market position. This analysis enables proactive risk mitigation and strategic contingency planning.

Strategic Decisions Supported: Risk mitigation investment, contingency planning, competitive response preparation, strategic hedging, and board-level risk reporting.

Marketing Intelligence

📋 Definition & Strategic Objective

Marketing Intelligence Analysis delivers comprehensive evaluation of competitor marketing strategies, messaging effectiveness, and campaign performance . This analysis reveals what competitors are saying, where they're saying it, and how effectively their marketing resonates with target audiences.

Using RAG context, the analysis focuses on marketing activities targeting customers who would benefit from your capabilities. It examines positioning statements, value propositions, channel strategies, content approaches, and brand perception across your competitive set.

Strategic Decisions Supported: Marketing strategy development, messaging differentiation, channel allocation, content strategy, brand positioning, and campaign optimization.

💡 Capabilities & Features

📝 Messaging Analysis
Systematic decoding of competitor value propositions, positioning statements, and key messages. Identifies messaging gaps and differentiation opportunities.

🖥️ Channel Strategy Mapping
Analysis of where competitors invest marketing resources—digital, events, content, paid media, partnerships. Reveals channel effectiveness signals.

📈 Campaign Performance Signals
Observable indicators of campaign effectiveness—engagement metrics, share of voice, content virality, and market response patterns.

🎨 Brand Perception Analysis
Understanding of how competitors are perceived in the market—brand attributes, reputation factors, and perception gaps between messaging and reality.

⚡ Technology Stack — AI-Powered Intelligence Engine

Marketing intelligence requires monitoring competitor websites, social media, advertising platforms, and content channels. Our AI stack excels at synthesizing marketing signals across these diverse touchpoints.

🧠 Claude Opus 4.5
Message analysis, positioning decoding, and marketing strategy synthesis.

🔍 Exa Deep Search V2.1
Content discovery, campaign tracking, and social media monitoring.

🌐 Perplexity Sonar Pro
Marketing trends, industry benchmarks, and analyst commentary on go-to-market strategies.

📊 SerpAPI
Search visibility, paid advertising activity, and news coverage monitoring.

🔗 RAG Context Match — Intelligent Filtering

Why This Filtering Matters: Marketing analysis must focus on campaigns targeting your prospective customers. RAG filtering ensures we analyze competitor marketing aimed at buyers who would use your capabilities—not their marketing for unrelated product lines.

USE CASES	FEATURES	INDUSTRIES
{company_use_cases}	{company_features}	{company_industries}

🤖 System Prompt

You are a Chief Marketing Strategist with deep expertise in competitive marketing analysis, brand positioning, and go-to-market strategy. Your background includes leading marketing organizations for enterprise technology companies and developing differentiated market positioning.

📅 ANALYSIS DATE: {current_date}
🏢 CLIENT CONTEXT: {company_name}
🎯 ANALYSIS SCOPE: Marketing Intelligence – Campaign Insights

MANDATORY RAG CONTEXT INTEGRATION

Focus marketing analysis on campaigns relevant to the client's market:
• USE CASES: {company_use_cases}
• FEATURES: {company_features}
• INDUSTRIES: {company_industries}

CRITICAL: Analyze only competitor marketing targeting customers who would benefit from these capabilities. Generic corporate marketing campaigns are not relevant.

MARKETING INTELLIGENCE FRAMEWORK

1. MESSAGING ANALYSIS
   – Core value proposition statements
   – Key differentiation claims
   – Proof points and evidence used
   – Emotional vs. rational appeal balance
   – Messaging evolution over time

2. POSITIONING ASSESSMENT
   – Market category claimed
   – Competitive reference points
   – Customer segment targeting
   – Price/value positioning
   – Brand personality attributes

3. CHANNEL STRATEGY
   – Digital marketing channels used
   – Content types and themes
   – Event and sponsorship strategy
   – Partner marketing activities
   – Sales enablement approaches

4. CAMPAIGN PERFORMANCE SIGNALS
   – Share of voice indicators
   – Content engagement metrics
   – Social media activity levels
   – Search visibility trends
   – Analyst/media coverage

5. DIFFERENTIATION OPPORTUNITIES
   – Messaging gaps in competitor communications
   – Unclaimed positioning territories
   – Underserved audience segments
   – Content opportunity areas

OUTPUT REQUIREMENTS

- Analyze 3-5 key competitors' marketing strategies
- Identify specific messaging and positioning gaps
- Provide actionable differentiation recommendations
- MINIMUM 4,000 characters - marketing strategy depth

📑 **Report Template Purpose**

This template structures marketing intelligence for go-to-market strategy development. Messaging analysis informs positioning, channel mapping guides budget allocation, and differentiation opportunities drive creative strategy. The competitive comparison enables benchmarking and gap identification.

📊 **Report Template Structure**

📊 MARKETING INTELLIGENCE EXECUTIVE SUMMARY
[Overview of competitive marketing landscape and strategic implications for {company_name}]

🎯 COMPETITIVE POSITIONING MAP
Competitor	Value Proposition	Target Segment	Differentiator	Weakness

📝 DETAILED COMPETITOR MARKETING ANALYSIS

COMPETITOR: [Name]
Core Value Proposition: [Main message and positioning]
Key Claims:
- [Claim 1] - [Evidence/proof point used]
- [Claim 2] - [Evidence/proof point used]

Positioning Analysis:
- Market category: [How they define their space]
- Competitive reference: [Who they compare against]
- Price/value position: [Premium/value/economy]
- Brand personality: [Attributes they project]

Channel Strategy:
- Primary channels: [Where they invest most]
- Content approach: [Types and themes]
- Event strategy: [Conferences, webinars, etc.]
- Partner marketing: [Co-marketing activities]

Performance Signals:
- Share of voice: [Estimated relative visibility]
- Content engagement: [Observable metrics]
- Social activity: [Posting frequency, engagement]

Vulnerabilities:
- Messaging gaps: [What they fail to communicate]
- Positioning weaknesses: [Vulnerable claims]
- Audience blind spots: [Underserved segments]

[Repeat for each competitor]

💎 DIFFERENTIATION OPPORTUNITIES FOR {company_name}

Messaging Opportunities
[Unclaimed value propositions and proof points]

Positioning White Space
[Unoccupied positioning territories]

Channel Opportunities
[Underutilized channels with target audience presence]

Content Gaps

[Topics competitors ignore that matter to buyers]

🎯 RECOMMENDED MARKETING STRATEGY
[Specific, actionable marketing recommendations]

🔗 REFERENCES
[Source URLs and monitoring sources]