

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
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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
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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
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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
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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
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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

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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.
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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
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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	✔ 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