

# Market Research Essentials - Premium

Category: Getting Started | Access: Premium

## Includes Everything in Free + Pro, Plus:

- Full Market Mapping
- AI-Powered Competitive Intelligence
- Paid Data Shortcuts
- Demand Curve Analyzer
- Custom Positioning Script Generator

### Full Market Mapping

Create visual industry maps and identify value chain players using Airtable or Miro templates.

### AI-Powered Competitive Intelligence

Scrape data from public competitor pages using Browse AI or Zapier RSS. Use GPT to cluster reviews and identify weaknesses.

### Paid Data Shortcuts

Use Apollo.io, Crunchbase Pro, PitchBook, JungleScout, or TikTok Creator Marketplace for deeper analysis.

### Demand Curve Analyzer

Combine data from Google Keywords, Exploding Topics, and subreddit activity to assess momentum.

### Custom Positioning Script Generator

Use AI to develop positioning statements based on gaps in competitor UX, pricing, tone, or niche.

### GPT Prompt for Positioning

"Analyze the positioning of [Competitor A] and [Competitor B]. Generate a unique value proposition for a startup with [differentiator]."

### Premium Downloads

- Market Mapping Tool (Airtable)
- Review Sentiment Analyzer Guide
- Positioning Statement Generator
- Data Automation Template