

# **SAMI Landscape AI - Executive Summary**

## **Competitive Mapping & Benchmarking**

- B2B: Feature parity matrix, pricing strategy analysis, implementation timelines.
- Consumer: Shelf analysis (digital & physical), promo cadence, sentiment SOV.
- Indirect: Substitute solution mapping, ecosystem scan, private label threats.
- Outputs: Heatmaps, SOV comparisons, weak signal detection (<5% market share).

## **Trend Impact & Scenario Planning**

- Track megatrends like AI adoption, regulation shifts, or generational behaviors.
- Horizon Planning (H1, H2, H3) across 0-5 years.
- Prompts: 'What if 50% adoption of tech?', 'How does X regulation shift risk profile?'

## **Strategic Tools & Models**

- Porter-s 5 Forces, STEEPLE, SWOT, Maturity models.
- Trend Adoption Curves, Strategic Archetype Matching.

## **Signal & Innovation Mining**

- B2B: Patent scans, RFP forensics, hiring pattern scans, earnings call insights.
- Consumer: Reddit/TikTok mining, metaphor elicitation, hashtag clusters.

## **Strategic Reporting Outputs**

- Competitor Dossier: Strategic Moves, Vulnerability Map, Predicted Plays.
- Trend Radar: Impact vs Uncertainty matrix.
- Opportunity Radar: White space map with risk-adjusted moves.