**Automate Competitor Research with Exa.ai,**

Notion and AI Agents.txt

What does this do?

* **Manual Kick-Off:** You start the workflow by clicking “Test workflow” – no need for any complicated setup.
* **Sets Your Source Company:** It first defines the company you want to research.
* **Finds Competitors with** [**Exa.ai**](http://exa.ai/)**:** It uses [Exa.ai](http://exa.ai/)’s “findSimilar” search to generate a list of competitors for your source company.
* **Processes Each Competitor:** For every competitor found, it loops through and:
  + **Gathers Company Overview:** Uses an AI agent to pull key details (like founders, CEO, funding, and more) from sources such as Crunchbase, WellFound, and LinkedIn.
  + **Extracts Product Offering Info:** Another agent digs into the competitor’s product pages to capture features, pricing, and related information.
  + **Collects Product Reviews:** A third agent hunts for customer reviews, summarizing pros, cons, and overall sentiment.
* **Compiles a Comprehensive Report:** The outputs from all these agents are combined into one final result.
* **Saves the Report in Notion:** The aggregated data is then inserted as a new row in a Notion database, making it easy to review and compare competitor information.
* **Helpful Guidance Built In:** Throughout, sticky notes provide clear instructions and tips, so even beginners can follow along and customize the process.