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- 1. **Double down on tech** Make Al/ML-based decision support a cornerstone.
- 2. Leverage data Turn every customer interaction into actionable insight.
- 3. **Build trust faster** Through transparent pricing, SLAs, and live dashboards.
- 4. Educate & empower users Content, webinars, and use-case driven selling.

## Summary

MFolks can lead by owning a smaller, underserved niche with deep value, leveraging technology and service excellence over brute-force scale. With the right mix of product enhancements and market tactics, MFolks can create a moat in 12–18 months.