Awesome — here’s a **developer-ready spec** that upgrades your YAML into a true **Output Contract + Field Mapping + Reasoning Rules** so engineers can implement it without IB context.

# **Industry & Competitors – Developer Spec (Output Contract + Field Mapping)**

## 0) Scope

Generate a banker-ready “Industry & Competitors” section for any **US public company** using CapIQ + (optional) research/news to add context. Output must be concise, data-backed, and meeting-ready.

## 1) Output Contract (authoritative YAML schema)

IndustryAndCompetitors:

as\_of\_date: "YYYY-MM-DD"

company:

name: string

ticker: string

gics\_sector: string

gics\_industry: string

industry\_overview:

market\_size\_usd: number|null

market\_size\_source: string|null

growth\_cagr\_percent: number|null

growth\_horizon\_years: integer|null

key\_trends:

- string

regulatory\_factors:

- string

analyst\_consensus\_snippet: string|null

peer\_comparison:

peers:

- name: string

ticker: string|null

revenue\_usd: number|null

market\_cap\_usd: number|null

ebitda\_margin\_percent: number|null

one\_year\_total\_return\_percent: number|null

client\_positioning:

- string

industry\_transactions:

lookback\_months: integer

notable\_deals:

- date: "YYYY-MM-DD"

type: "M&A|IPO|Follow-on|Debt|Other"

acquirer: string|null

target\_or\_issuer: string

value\_usd: number|null

valuation\_metric: string|null

rationale\_snippet: string|null

competitive\_positioning:

strengths:

- string

weaknesses:

- string

opportunities:

- string

risks:

- string

**Rules**

* Omit any **…: null** fields from final output (do not print them).
* Keep each bullet ≤120 characters; keep total section under ~350–450 words.

## 2) Data → Field Mapping (CapIQ-first)

Use CapIQ Excel add-in or API. Names below are descriptive; engineers should map to your org’s CapIQ function wrappers or REST endpoints.

### Company & GICS

* company.name, company.ticker → Company profile endpoint
* company.gics\_sector, company.gics\_industry → Company classification / GICS fields

### Peer Set & Metrics (peer\_comparison.peers[])

* Source: **Comparable Companies / Peers** module  
  + Peer list → “Primary Peers / CapIQ Peers”
  + Metrics:  
    - revenue\_usd → LTM/Most recent FY Revenue
    - market\_cap\_usd → Current market cap
    - ebitda\_margin\_percent → LTM EBITDA / LTM Revenue
    - one\_year\_total\_return\_percent → 1Y TR from price series
* If peer list empty, fallback: screen by same GICS industry/top market cap in region.

### Industry Transactions (industry\_transactions.notable\_deals[])

* Source: **Transactions Screener**
  + Filter: GICS industry (or peers’ industry), US focus, lookback 24 months
  + Fields: type, acquirer, target\_or\_issuer, date, value\_usd, valuation\_metric
* Choose top 2–5 by size/relevance (prefer deals involving peers or directly adjacent segments).

### Industry Overview

* market\_size\_usd, growth\_cagr\_percent, growth\_horizon\_years, market\_size\_source  
  + **First**: Company IR (Investor Day/10-K “Market/Competition”) via CapIQ Documents metadata if available.
  + **Then**: Equity research sector primers (if integrated) or CapIQ Market/Industry summaries.
  + If not programmatically available → leave null (omit) and rely on trends bullets.
* key\_trends, regulatory\_factors, analyst\_consensus\_snippet  
  + Extract short bullets from: latest ER transcripts, sector research notes, and Key Developments (CapIQ news).
  + Keep vendor-agnostic wording; cite at most the source name in market\_size\_source.

## 3) What Requires LLM Reasoning vs. Direct Data

**Direct (no reasoning beyond formatting)**

* Company/ticker/GICS
* Peer numeric fields (revenue, mkt cap, margin, 1Y TR)
* Transaction facts (type, date, parties, value, multiple)

**LLM Synthesis (explicit)**

* industry\_overview.key\_trends  
  + *Instruction:* Summarize 2–5 secular trends explicitly tied to the industry; avoid generic clichés.
* industry\_overview.regulatory\_factors  
  + *Instruction:* Only include if materially impacting economics (pricing, approvals, standards, tariffs).
* industry\_overview.analyst\_consensus\_snippet  
  + *Instruction:* 1–2 sentences capturing consensus stance (bull/bear drivers).
* peer\_comparison.client\_positioning  
  + *Instruction:* Compare client vs. median peer on growth, margin, product edge, scale; 2–4 bullets.
* competitive\_positioning.{strengths,weaknesses,opportunities,risks}  
  + *Instruction:* Tie each point to evidence from peers/transactions/trends; no generic “strong brand” claims.

## 4) Retrieval → Reasoning → Generation (Agentic Flow)

1. **Retrieve (CapIQ)**

* Get company profile + GICS.
* Get peer list + metrics.
* Get last 24-mo transactions for the industry.
* Pull Key Developments (news) last 6–12 months.
* (Optional) Fetch IR deck/10-K item references via documents index.

1. **Validate & Normalize**

* Ensure peer metrics align to same period (e.g., LTM). If mixed, convert or label.
* Currency normalize to USD.
* Drop peers with missing >2 key fields.

1. **Rank & Select**

* Choose 4–8 most relevant peers (closest business mix/size).
* Choose 2–5 notable deals (largest or most comparable).

1. **Reason**

* Compute client vs. peer medians (growth/margin/scale) to drive client\_positioning.
* Extract 2–5 trends from news/research; dedupe.
* Extract any regulatory items that materially affect economics.

1. **Generate**

* Fill YAML; remove nulls; enforce length limits; write crisp banker-style bullets.

## 5) Fallback & Graceful Degradation

* **Peers missing?** → Build by GICS industry + market cap filter; if still <4, include top private comps as name-only with limited metrics.
* **Margins missing?** → Use operating margin if EBITDA unavailable; else mark null (omit field).
* **Transactions sparse?** → Expand lookback to 36 months or include adjacent sub-industry.
* **Market size/CAGR unknown?** → Omit those fields; keep trends/regulatory and transactions.

## 6) Sector Hints (to improve LLM synthesis)

* **Healthcare:** regulation = FDA approvals, CMS reimbursement; trends = GLP-1s, biosimilars, value-based care.
* **Energy:** oil/gas pricing, OPEC+ policy, IRA/renewables incentives; upstream/midstream/downstream mix.
* **Technology:** AI copilots, cloud migration, data privacy/AI Act; SaaS vs. license vs. ads models.
* **Consumer/Industrials:** input costs, retail channels mix, supply chain, reshoring, labor.

(These are hints, not hardcoded outputs.)

## 7) QA Checks (must pass before returning)

* **Consistency:** Peer metrics are same period/currency; dates ISO.
* **Evidence link:** Each Strength/Weakness/Opportunity/Risk must be inferable from peer metrics, transactions, or trends pulled.
* **No hallucinations:** Do not state market size/CAGR unless a source string is available.
* **Brevity:** Bullets ≤120 chars; section ≤450 words.

## 8) Example CapIQ Call Patterns (pseudo)

Replace with your org’s wrappers; shown for intent only.

* Company profile: get\_company\_profile(ticker)
* GICS: get\_company\_classification(ticker)
* Peers + metrics: get\_company\_peers(ticker, fields=[revenue\_ltm, mcap, ebitda\_margin\_ltm, total\_return\_1y])
* Transactions: get\_transactions(gics\_industry, lookback\_months=24, types=['M&A','IPO','Follow-on','Debt'])
* Key Developments: get\_key\_developments(ticker, lookback\_months=12)

## 9) Minimal Prompting (LLM)

* **Trends prompt (inputs: top headlines, ER snippets):** “Summarize 2–5 sector-specific secular trends affecting that are evident from these items. Use banker tone. Max 12 words per bullet.”
* **Client positioning prompt (inputs: client metrics vs. peer medians):** “In 2–4 bullets, describe how compares to peers on growth, margins, scale, and product/tech edge. Base only on provided metrics.”
* **SWOT-style prompt (inputs: peers/transactions/trends):** “Produce 1–2 bullets each for strengths, weaknesses, opportunities, risks. Each bullet must be anchored to a provided metric, transaction, or trend.”

If you’d like, I can drop this into a one-pager for your team or convert it to a JSON Schema that your engineers can validate against during generation.

Perfect — here’s the **first 5 sections** from the spec we just built, polished so you can hand them straight to your engineers. This gives them a clear, banker-ready **Output Contract** without overwhelming detail.

# **🏭 Industry & Competitors – Developer Spec (Core Sections)**

## 1) Objective

Generate a banker-ready “Industry & Competitors” section for any **US public company** using CapIQ and (optionally) equity research/news.  
 The output must be concise, data-backed, and formatted so bankers can skim before a meeting.

## 2) Output Contract (YAML Schema)

IndustryAndCompetitors:

as\_of\_date: "YYYY-MM-DD"

company:

name: string

ticker: string

gics\_sector: string

gics\_industry: string

industry\_overview:

market\_size\_usd: number|null

market\_size\_source: string|null

growth\_cagr\_percent: number|null

growth\_horizon\_years: integer|null

key\_trends:

- string

regulatory\_factors:

- string

analyst\_consensus\_snippet: string|null

peer\_comparison:

peers:

- name: string

ticker: string|null

revenue\_usd: number|null

market\_cap\_usd: number|null

ebitda\_margin\_percent: number|null

one\_year\_total\_return\_percent: number|null

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industry\_transactions:

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notable\_deals:

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type: "M&A|IPO|Follow-on|Debt|Other"

acquirer: string|null

target\_or\_issuer: string

value\_usd: number|null

valuation\_metric: string|null

rationale\_snippet: string|null

competitive\_positioning:

strengths:

- string

weaknesses:

- string

opportunities:

- string

risks:

- string

**Rules**

* If a field is not available, omit it (do not print null).
* Keep bullets crisp (≤120 characters).
* Section should stay under ~450 words.

## 3) Data → Field Mapping (CapIQ-first)

* **Company & Industry Codes:** get\_company\_profile(), get\_company\_classification()
* **Peers:** CIQCOMP() → peer list + revenue, mkt cap, margin, 1Y TR
* **Transactions:** CIQTRANSACTIONS() → M&A/IPO/debt in last 24 months
* **Industry Overview:** Market size/growth from IR decks, 10-Ks, or CapIQ market summaries
* **Trends & Regulatory Factors:** From Key Developments (CapIQ news) + equity research snippets

## 4) LLM vs Direct Data

* **Direct pull (no reasoning):** Company profile, GICS codes, peer metrics, transaction facts
* **LLM reasoning required:**
  + Summarize industry trends (2–5 bullets)
  + Regulatory factors (0–3 bullets)
  + Analyst consensus snippet (1–2 sentences)
  + Client positioning (how company stacks vs peers)
  + Competitive positioning (SWOT-style bullets)

## 5) Workflow (Agentic Flow)

1. **Retrieve** data from CapIQ (company, peers, transactions, news).
2. **Normalize** metrics (USD, same time period).
3. **Select** top 5–8 peers and 2–5 notable transactions.
4. **Reason**:  
   * Compare client vs. peer median for positioning.
   * Extract 2–5 secular trends from news/research.
   * Flag major regulatory items.
5. **Generate** banker-ready YAML with both facts and short insights.

👉 With just these 5 sections, your engineers will know:

* **What the output must look like** (YAML contract).
* **Where to pull data from** (CapIQ functions).
* **What requires reasoning vs. direct values.**
* **How to process it step-by-step.**

Would you like me to now create a **concrete worked example** (e.g., Salesforce) that actually fills this YAML using mocked CapIQ data — so your engineers can see exactly how it looks in practice?

Got it 👍 — here’s how the **Industry & Competitors section** could look if rendered on a banker-facing UI (instead of YAML). This is what your MDs or VPs would actually see in a prep brief:

# **Industry & Competitors**

*(Salesforce – as of Sept 2025)*

### 🌐 Industry Overview

* **Sector:** Information Technology – Application Software
* **Market Size:** ~$100B global CRM software market, growing ~12% CAGR (next 5 years).
* **Key Trends:**
  + AI copilots embedded across enterprise apps
  + Convergence of analytics + CRM platforms
  + Industry-specific cloud adoption accelerating
* **Regulatory Factors:** EU’s AI Act may impact generative AI deployments.
* **Analyst Consensus:** Strong near-term growth from AI/data cloud cross-sell; margin expansion offset by Microsoft bundling pressure.

### 🏢 Peer Comparison

| **Company** | **Revenue ($B)** | **Market Cap ($B)** | **EBITDA Margin** | **1Y TR %** |
| --- | --- | --- | --- | --- |
| **Salesforce** | 35 | 300 | 17% | +28% |
| Microsoft (Dynamics) | 22 (est.) | 2,700 | 40% | +35% |
| Oracle | 50 | 360 | 33% | +22% |
| Adobe | 21 | 220 | 35% | +18% |
| HubSpot | 2.5 | 30 | 12% | +30% |

**Client Positioning:**

* Market leader in CRM (~23% share).
* Lower margins vs peers → activist pressure.
* Strongest cross-sell ecosystem (Slack, Tableau, Data Cloud).

### 🔑 Industry Transactions (Last 24 Months)

* SAP acquired **WalkMe** ($1.5B, 6x Rev, 2024).
* Google rumored in talks with **HubSpot** (2025, EV/Rev ~9x).
* Private equity active in mid-market SaaS consolidations.

### ⚖️ Competitive Positioning

* **Strengths:**
  + Largest installed CRM base, strong ecosystem.
  + Early mover on enterprise AI (Einstein Copilot).
* **Weaknesses:**
  + Cost structure higher vs peers.
  + Reliance on activist-pressured efficiency programs.
* **Opportunities:**
  + Monetize AI across product suite.
  + Cross-sell Slack + Data Cloud into base.
* **Risks:**
  + Microsoft bundling Copilot into Office suite → pricing pressure.
  + Regulatory uncertainty around AI model usage in EU.

👉 Notice how this UI mock-up is **banker-friendly**:

* **Headings + icons** for quick scanning.
* **Table** for peers (easy compare).
* **Bullets** for positioning & SWOT-style takeaways.
* **Narrative snippets** (analyst consensus, regulatory notes).

Would you like me to design this in a **real UI mock-up (Figma-style / React with Tailwind)** so you can show your engineers what the “look & feel” should be on-screen?