

HorizonRivals.ai

Prototype: Competitive Analysis AI Agent



Problem and Objective

Problem:

Product companies and Product managers are spending lot of time and money on publicly available data for competitive analysis.

Objective:

Create AI Agent using low-coding / no-coding tools to conduct periodic competitive analysis based on publicly available data.



What are others offering?

Competitor	Market Share	Customer Ratings	Strengths	Weaknesses	Pricing Comparison
Semrush	9.6M visits	4.5/5	Very comprehensive SEO, keyword research, site audit, content-gap analysis, advertising insights, competitor keyword tracking; large dataset.	Can get expensive as you scale. Some metrics may lag (data freshness). Steeper learning curve for new users.	Pro: \$139.95/month, Guru: \$249.95/month, Business: \$499.95/month
Similarweb	7.9M visits	2.38/5	Strong at website traffic estimation, audience demographics, traffic sources, benchmarking vs competitors; good for market intelligence beyond just SEO.	Higher pricing, significant number of negative reviews	Starter: \$199/month, Professional: \$333/month, Team: Custom, Enterprise: Custom
Competely.ai	N/A	4.7/5	Emphasis on using AI/ML to assist in extracting insights: pattern recognition, summarizing competitor moves, automating alerts etc.	As with many AI tools: quality dependent on training data; may have less granularity; sometimes less mature features; possibly less community/user feedback.	Individual: \$9/month, Startup: \$19/month, Agency: \$29/month
Crayon	N/A	4.71/5	Strong at competitive intelligence broadly - monitoring competitors' website changes, messaging, pricing, feature launches; alerts; marketing signals; battlecards; good for qualitative and strategic intel.	May require a learning curve for full utilization	Custom pricing based on specific client needs

Competitive Analysis AI Agent

AI Agent Name: HorizonRivals.ai

URL: <https://horizon-rivals-insight.lovable.app>

Tools used: n8n, Lovable, Gemini Chat Model, SerpAPI and Supabase.

Description:

HorizonRivals.ai is an advanced AI-driven platform designed to streamline competitive analysis for businesses and product teams. By leveraging state-of-the-art tools and automated workflows, HorizonRivals.ai enables users to quickly and efficiently gain insights into their market landscape.

Key Features:

- Fetch key details about Competitors
 - **Competitor Overview:** Identify direct and indirect competitors.
 - **Market Share:** Understand the market share of competitors, including any dominant players in the space.
 - **SWOT Analysis:** Assess competitors' strengths, weaknesses, opportunities, and threats to understand where you can differentiate your product.
 - **Pricing:** Investigate how competitors' price their products and how they approach pricing strategy (premium, economy, etc.).
- Scheduled Analysis (Daily / Weekly / Monthly).
- Email Alert when new details or updates available about Competitors.



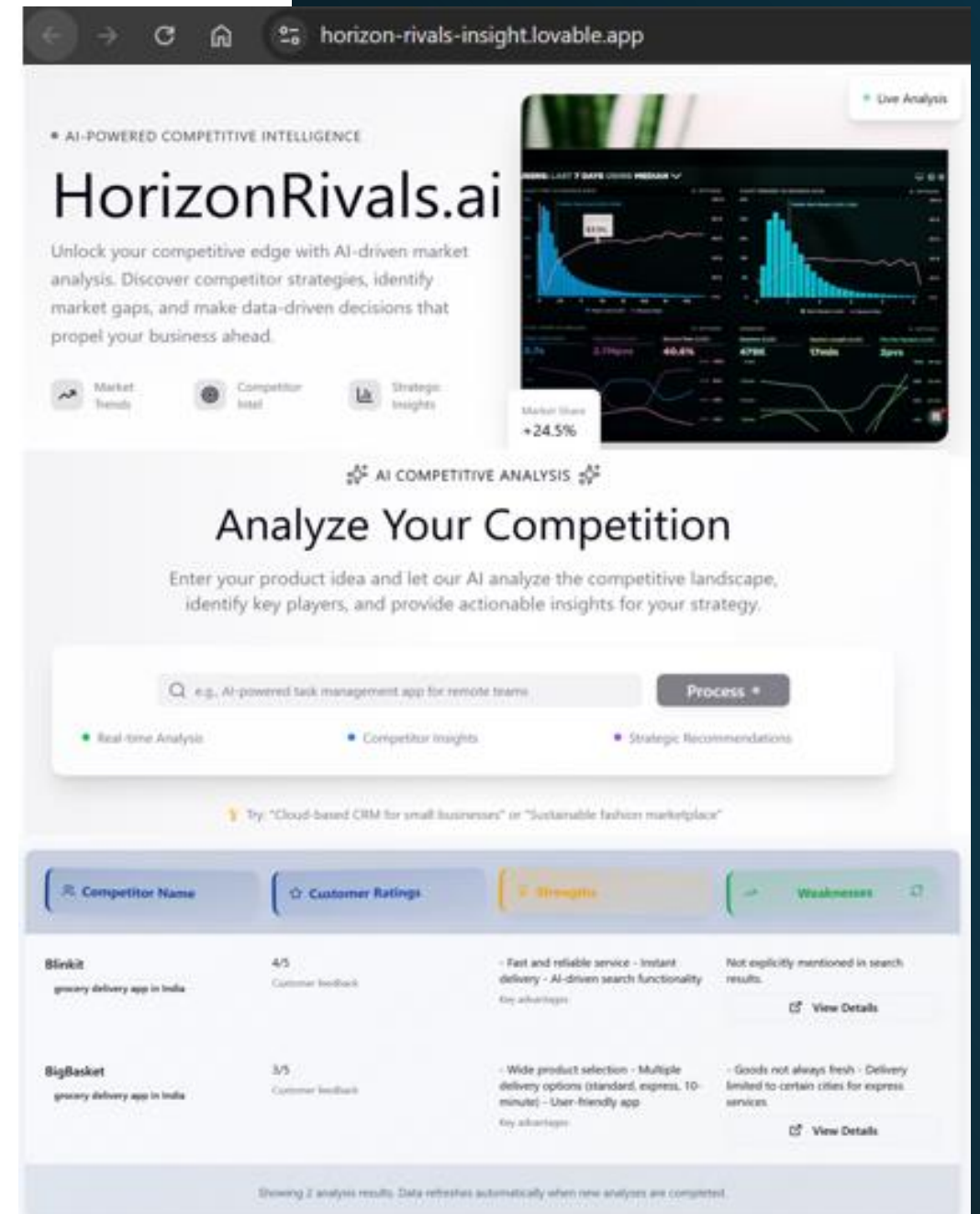
Landing Page and Steps to use

Landing Page:

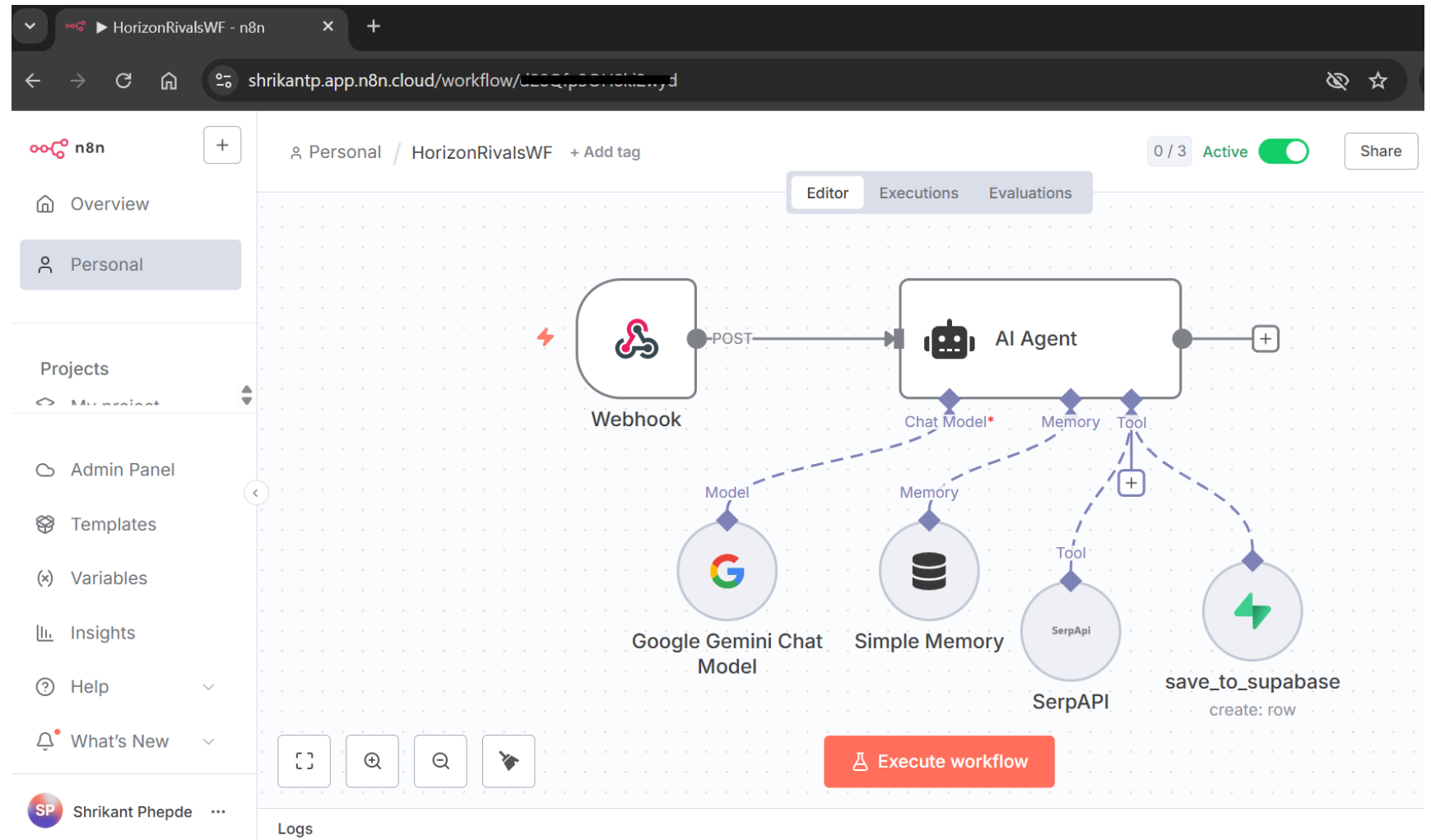
- Developed using Lovable tool with prompts.

Steps to use:

- Go to Home page of HorizonRivals.ai.
- Enter product idea and click on “Process” button.
- User will be able to see all required details in tabular format once analysis is complete.



Automation Workflow using n8n



Webhook - Automation Workflow using n8n

The screenshot displays the n8n web interface in a browser. The address bar shows the URL: `shrikantp.app.n8n.cloud/workflow/_J28Qf33CH8ki2wjd/f935503`. The main canvas area contains a 'Webhook' node with the instruction 'Pull in events from Webhook' and a red button labeled 'Listen for test event'. Below this, a message states: 'Once you've finished building your workflow, run it without having to click this button by using the production webhook URL. [More info](#)'. At the bottom of the canvas, a dropdown menu asks 'When will this node trigger my flow?' with a downward arrow.

A configuration panel for the 'Webhook' node is open on the right. It has tabs for 'Parameters', 'Settings', and 'Docs'. The 'Parameters' tab is active, showing the following settings:

- Webhook URLs:** Includes 'Test URL' and 'Production URL' buttons. The 'Test URL' is set to `https://shrikantp.app.n8n.cloud/webhook-test/xxxxxxxxxxxx` with a 'POST' method indicator.
- HTTP Method:** A dropdown menu set to 'POST'.
- Path:** A text input field containing 'horizonrivalsai'.
- Authentication:** A dropdown menu set to 'None'.
- Respond:** A dropdown menu set to 'Immediately'.

At the bottom of the configuration panel, a yellow tip box reads: 'If you are sending back a response, add a "Content-'.

AI Agent - Automation Workflow using n8n

The screenshot displays the n8n AI Agent interface. The main canvas shows a light blue area with the text "No input data yet" and a button labeled "Execute previous nodes". Below the button, a tooltip explains: "(From the earliest node that needs it ?)" and "From the earliest node which is unexecuted, or is executed but has since been changed". The top navigation bar includes a "Back to canvas" link and a trial status indicator: "1 day left in your n8n trial | 0/1000 Executions". The right sidebar contains the "AI Agent" settings panel, which is currently on the "Parameters" tab. The "Settings" tab shows two toggle switches: "Require Specific Output Format" and "Enable Fallback Model", both of which are currently turned off. The "Options" section includes a "System Message" field with a text area containing the following instructions: "You will receive text from webhook about product idea. Your task is to: 1. use the SerpAPI to search for 1 competitor over web. 2. fetch detailed information about 1 competitor for product idea. 3. Create new entry in Supabase table 'competitor_analysis' using 'save_to_supabase' tool for competitor." Below the text area is a "Tip" that reads: "Tip: Execute previous nodes to use input data". The bottom of the interface features a navigation bar with icons for "Chat Model" (Google), "Memory" (Supabase), and "Tool" (a green arrow icon).

HorizonRivalsWF - n8n

shrikantp.app.n8n.cloud/workflow/d20QfP3CH16K12wyd/39ecad

Back to canvas
1 day left in your n8n trial | 0/1000 Executions

INPUT

No input data yet

Execute previous nodes

(From the earliest node that needs it ?)

From the earliest node which is unexecuted, or is executed but has since been changed

AI Agent [Execute step](#)

Parameters Settings Docs

Require Specific Output Format

Enable Fallback Model

Options

System Message ⓘ Fixed Expression

You will receive text from webhook about product idea. Your task is to:

1. use the SerpAPI to search for 1 competitor over web.
2. fetch detailed information about 1 competitor for product idea.
3. Create new entry in Supabase table "competitor_analysis" using "save_to_supabase" tool for competitor.


Tip: Execute previous nodes to use input data

Chat Model * Memory Tool


SP Shrikant Phepde ...

Logs



Tools - Automation Workflow using n8n




Google Gemini Chat Model

Parameters Settings Docs 

Credential to connect with

Google Gemini(PaLM) Api account  


Model


models/gemini-2.5-flash 

Options


Sampling Temperature

0.0



Add Option 



SerpAPI



Parameters Settings Docs 

Credential to connect with



SerpAPI account  


Options


Google Domain

google.com  


Language

en  



Add Option 




save_to_supabase

Parameters Settings Docs 

Credential to connect with

Supabase account  


Tool Description

Set Automatically 

Use Custom Schema

☐

Resource

Row 

Operation



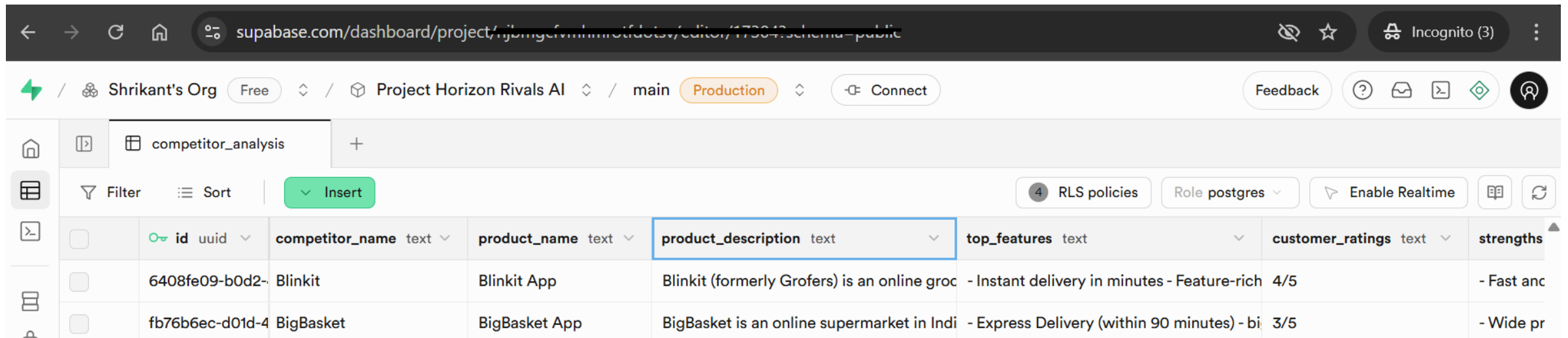
Create 

Table Name or ID

competitor_analysis 

Data to Send

Save to Database - Automation Workflow using n8n



The screenshot shows the Supabase dashboard interface. The browser address bar displays the URL: `supabase.com/dashboard/project/[project-id]/editor/[table-id]`. The dashboard header includes the organization name "Shrikant's Org", a "Free" plan indicator, the project name "Project Horizon Rivals AI", and a "Production" environment selector. A "Connect" button is also present. The main content area shows a table named "competitor_analysis". The table has columns: `id` (uuid), `competitor_name` (text), `product_name` (text), `product_description` (text), `top_features` (text), `customer_ratings` (text), and `strengths` (text). The `product_description` column is highlighted with a blue border. The table contains two rows of data:

	<code>id</code>	<code>competitor_name</code>	<code>product_name</code>	<code>product_description</code>	<code>top_features</code>	<code>customer_ratings</code>	<code>strengths</code>
	6408fe09-b0d2-	Blinkit	Blinkit App	Blinkit (formerly Grofers) is an online groc	- Instant delivery in minutes - Feature-rich	4/5	- Fast and
	fb76b6ec-d01d-4	BigBasket	BigBasket App	BigBasket is an online supermarket in Indi	- Express Delivery (within 90 minutes) - bi	3/5	- Wide pr

Display Data from Database

Competitor Name	Customer Ratings	Strengths	Weaknesses
Blinkit grocery delivery app in India	4/5 Customer feedback	- Fast and reliable service - Instant delivery - AI-driven search functionality Key advantages	Not explicitly mentioned in search results. View Details
BigBasket grocery delivery app in India	3/5 Customer feedback	- Wide product selection - Multiple delivery options (standard, express, 10-minute) - User-friendly app Key advantages	- Goods not always fresh - Delivery limited to certain cities for express services View Details

Showing 2 analysis results. Data refreshes automatically when new analyses are completed.

Thank You!



Shrikant Phepde

AI Product Manager