

# Concept Feedback: PU Intelligence Platform (Streamlit)

## Overall Assessment

Building a Streamlit-based PU intelligence tool where users select **Capability Areas** and **companies** is a strong, commercially realistic idea. It aligns well with how procurement, strategy, and market-intel teams actually consume information.

The biggest success factor will be **speed to value**: users must get something useful within minutes, not after heavy configuration.

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## Product Structure Options

### Option A – Fully Configurable (Advanced Users)

**Description:** Users choose capability areas (news, insight, capacity, sustainability, etc.), regions, companies, and cadence.

**Pros:** - High flexibility for power users - Appeals to strategy, market intelligence, and procurement leads

**Cons:** - Risk of decision fatigue - Needs strong defaults and UX guardrails

**Recommendation:** Keep this behind an “**Advanced / Customize**” toggle.

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### Option B – Predefined Templates (Fast Adoption)

**Description:** Users pick from ready-made intelligence products.

**Examples:** - “PU Executive Weekly – Global” - “MDI/TDI Supply & Pricing Watch” - “EMEA Restructuring & Closures Tracker”

**Pros:** - Faster onboarding - Easier sales narrative - Clear value proposition

**Recommendation:** Make templates the **default entry point**.

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## Best Practice

**Combine both:** templates first, customization second.

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## Pricing: The ‘Can’t-Refuse’ Strategy

Pricing should be framed as **cheaper than one analyst-day per month**.

## **Tier 1 – Starter / Individual**

- **\$49–\$99 per month**
- 1 region
- Up to 10 companies
- Weekly report
- Basic dashboard

**Why it works:** Easy to expense, no procurement friction.

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## **Tier 2 – Pro / Team (Sweet Spot)**

- **\$299–\$499 per month** (up to 5 users)
- 2–3 templates
- 30–75 companies
- Daily digest + weekly summary
- Email + dashboard delivery

**Why it works:** Costs less than one internal analyst day; strong perceived ROI.

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## **Tier 3 – Enterprise Entry**

- **\$4,800–\$9,600 per year**
- 10–25 users
- Full template library
- Alerts + export
- Optional SSO / onboarding

**Why it works:** Positioned as “cheap” compared to traditional market intelligence subscriptions.

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## **Pilot Offer (High Conversion)**

**30-day Pilot: \$99 total** - 1 template - Up to 25 companies - Weekly report - Limited alerts

**Conversion tactic:** Credit pilot fee toward annual plan.

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## **Guarantees & Wording (Important)**

Avoid promising “news volume.” Instead: - “Scheduled briefing delivered on cadence” - “Alerting based on predefined triggers” - “No material changes” is a valid report outcome

This avoids edge cases during quiet periods.

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## Key Success Factors

- Strong default templates
  - Clear linkage to time saved
  - Simple cancellation for Pro tier
  - Outcome-driven messaging (decisions, not headlines)
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## Next Logical Steps

- Define 5–7 core templates
- Decide primary buyer persona (producer, systems house, converter, distributor)
- Validate price sensitivity with 5–10 target users

This structure is commercially sound and scalable if execution stays focused on clarity and speed to insight.