

CompeteBot: Agentic AI for Competitive Analysis

Transforming competitive analysis from weeks of manual work
into hours of automated intelligence through orchestrated
multi-agent systems.

 Vivek Agarwal | Manoj Varma

Nagendra Kotagal | Sameer Subhedar





The Agentic Opportunity

The Problem

Competitive analysis is manual, slow (2-3 weeks), and inconsistent across teams.

Why Agentic AI

Unlike predictive or generative AI, agentic AI creates autonomous workflows that orchestrate complex tasks.

The Solution

CompeteBot uses coordinated agents: Planner decomposes, Researcher executes, Executor synthesizes.

Target Persona: Senior Product Manager



Demographics

Mid-career professional with 10-15 years experience in tech, finance, or enterprise SaaS environments.

Daily Responsibilities

- Roadmap planning and stakeholder reporting
- Competitive benchmarking and analysis
- Strategic alignment meetings

Core Pain Points

Manual research burden, outdated intelligence, and inconsistent presentation formats that damage credibility.

"Help me generate structured, accurate competitive analysis quickly, so I can focus on strategy."

Unmet Needs Analysis



Functional Needs

Real-time intelligence, structured comparisons, and fewer manual steps in the research process.



Emotional Needs

Confidence when presenting to executives and reduced stress during tight deadline periods.



Social Needs

Credibility as a data-driven strategist who delivers consistent, professional analysis.

Time-intensive updates



Manual Spreadsheets

Prone to human error



CompeteBot Automation



Real-time syncing



Consistent, audited results

Value Proposition

80%

Research Automation

Automates 70-80% of manual research steps

2-3

Hours Not Weeks

Cuts analysis time from 2-3 weeks to 2-3 hours

40%

Productivity Gain

Improves analyst productivity by 40%

Delivers faster roadmap decisions, quicker time-to-market, and improved decision consistency across the organization.

Business Strategy Alignment



Operational Efficiency

Reduces manual labor and streamlines analysis workflows



Growth Acceleration

Enables faster response to market signals and opportunities



Risk Mitigation

Eliminates competitive blind spots and improves decision quality

- ☐ **Risk of Inaction:** Slower roadmaps, competitive disadvantage, and escalating analyst costs threaten market position.

Agentic AI Architecture & Agent Roles



 User Input

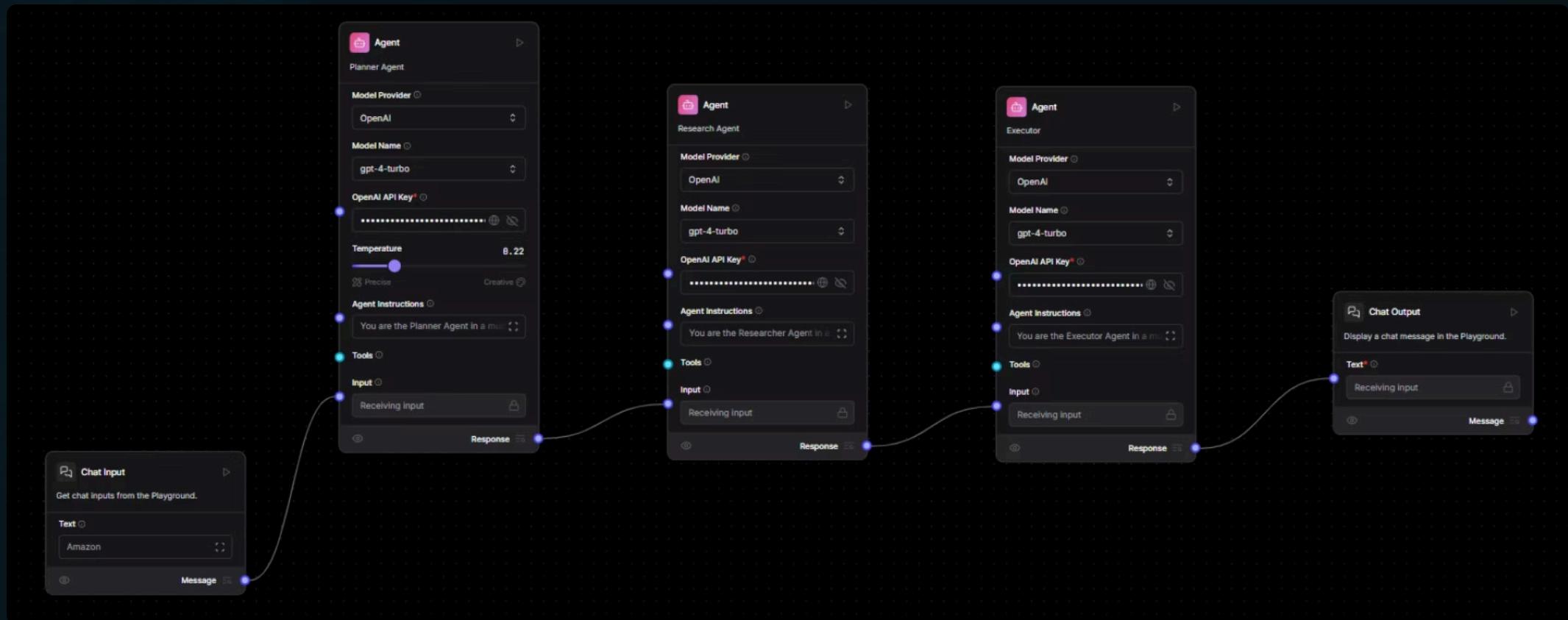
 Planner Agent
Decomposes user input into structured subtasks, identifying competitors and analysis dimensions.

 Researcher Agent
Executes research tasks through web APIs, document retrieval, and intelligent summarization.

 Executor Agent
Synthesizes findings into decision-ready outputs including tables, SWOT analysis, and recommendations.

 Output

Agent Architecture - Langflow



Agent Workflow & Collaboration

01

Task Decomposition

Planner creates JSON schema of research subtasks and competitor dimensions

02

Intelligence Gathering

Researcher fetches competitive intelligence and generates structured summaries

03

Synthesis & Output

Executor generates comprehensive reports with tables, SWOT analysis, and strategic recommendations

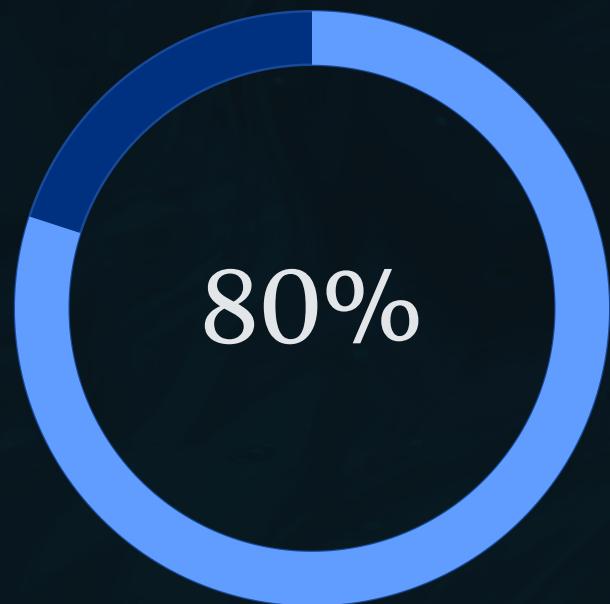
Communication: Agents collaborate through shared JSON and vector memory systems, enabling seamless handoffs and context preservation.

Workflow Simulation & Validation

Scenario: Competitive Analysis of Netflix India

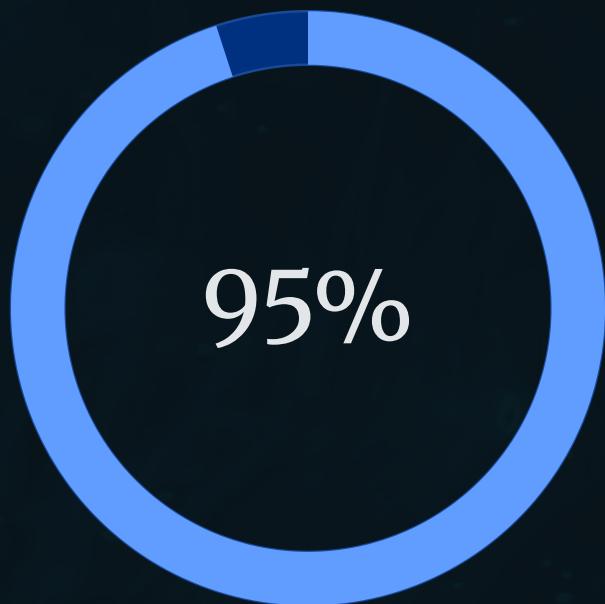
Analyzing "Netflix India" against Amazon Prime and Disney Hotstar to demonstrate CompeteBot's capabilities.

Feature	Amazon Prime Video	Disney Hotstar
Pricing	INR 1499/year or INR 179/month	INR 499-1499 / year
Usability	User friendly, multilingual support & Occasional app stability issues.	High quality adaptive streaming, Issues with navigation and search
Adoption	Over 20 million, growth driven by original content & service bundling	Over 50 million, Significant spike during events like IPL, strong localization,



Time Reduction

Analysis time cut by approximately 80%



Consistency

Consistent output quality across multiple runs

Deployment & Future Roadmap

Infrastructure

- Cloud-native Kubernetes containers
- Serverless functions for lightweight tasks
- API integration with search and BI tools
- Auto Scaling : Handling varying workloads efficiently

Security & Compliance

- Role-based data access controls
- GDPR-compliant logging systems
- Automated guardrails and monitoring

Scaling Roadmap

- Add Validator Agent for fact-checking
- Implement Reviewer Agent for quality assurance
- Expand to global competitive intelligence

Continuous Improvement

Feedback loops through user ratings and monitoring insights enable adaptive learning and performance optimization.

Governance & Monitoring Strategy



Governance Framework

- Approved data sources only
- JSON schema enforcement for consistency
- Predefined competitor databases



Monitoring Metrics

- Analysis accuracy rates
- Task completion rates
- Response latency tracking
- Error rate monitoring
- Rogue behaviour detection



Observability & Drift detection

Comprehensive logging of sub tasks, sources and reasoning paths with alerts for hallucinated competitors

Ethical Considerations:



Key Risks:

Transparency : Agents decision making capacity

Bias: Potential bias in competitive data source

Privacy : Competitive intelligence data handling



Mitigation Strategies:

Explainability: Comprehensive logs if agent reasoning processes

Bias Prevention: Prompt design to avoid biased comparison

Safety Net: Human-in-loop as final validation checkpoint



Ethical AI framework

Accountability

Transparency

Fairness

Privacy

Conclusion & Business Implications:



Key Takeaways

- CompeteBox automates competitive analysis through intelligent agent orchestration
- Analysis time reduced from weeks to hours with consistent high quality outputs
- Significant reduction in manual efforts while improving strategic decision making
- Strong alignment with operational efficiency and business growth goals

Competitive Positioning - Faster response to market changes and competitor moves

Data-Driven Strategy - Enhanced decision making through consistent, reliable intelligence

Thank You....