R11 · Verifiable competitive profile

What it is for. Place competitive moves and their implications in context.

When to use it. Before making a decision or updating the corresponding product. You can use a spreadsheet, a document or a notebook; no software licences are needed.

How to use it

1. Start with the real decision or question you need to resolve and set a cut-off date.

2. Fill in only what can be verified; write NOT VERIFIED when data is missing.

3. Separate observed facts, hypotheses and implications, and name a reviewer.

4. Keep the original version and record relevant changes when you update it.

YOUR WORK

Version: _____ Cut-off date: _____ Owner: _____

Actor	Move	Source and date	Evidence	Interpretation	Rival hypothesis	Implication for the decision	Review

Final check

☐ Is it clear which decision or need it serves?

☐ Can the evidence be located, and is it dated?

☐ Are uncertainties and limits made explicit?

☐ Can someone else repeat or review the work?

Mistake to avoid

Do not infer market share or hidden capabilities from a single news item.

FICTIONAL EXAMPLE · NOT YOUR CONTENT

Company A case (educational simulation). The fictional profile describes a competitor with an announced alliance, but separates the public agreement from the hypothesis of entry into a new market.

entirely fictional case. The tools are for educational purposes; they do not represent an audit or certification.