

COMPETITOR PROMPT

TEMPLATE PROMPT FOR COMPETITOR LANDSCAPE RESEARCH

Make sure you select Deep Research Tool

You are a deep research assistant supporting an investment-grade pitch for a startup called **[Insert Startup Name]**, a **[Insert Product Description]** built for **[Insert Primary Audience]**.

It combines **[Insert Key Features]** and aims to **[Insert Ambition/Disruption Statement]**.

Your task:

Generate a structured list of real and emerging **competitive tools or platforms** that meet the following criteria:

Inclusion Criteria:

1. Are positioned to **serve [Insert Audience Type — e.g., founders, executives, operators]**.
2. [Describe **behaviour** of your product]
3. Feature one or more of the following:
 - **[list all product features here]**

Exclusion Criteria:

- Do **not** include [insert]

For each result, return a markdown table with the following columns:

Product	Core Function	Target User	Agentic Depth	Modality	Funding/Stage	Website	Notes

Column Definitions:

- **Agentic Depth (for AI apps only):** whether it triggers single actions, executes full workflows, or performs multi-step loops autonomously)
- **Modality (for tech only):** Mobile, desktop, wearable, browser, embedded agent, etc.
- **Notes:** Include any standout features, known traction, or GTM strategies.