

הלשכה
לטכנולוגיות
המידע בישראל

ע"ש שלמה טירן



COMPETITIVE INTELLIGENCE FOR FOUNDERS AND STARTUPS GABRIEL HAYON

INFO@DIPLOLATICINSTITUTE.ORG | WWW.DIPOLOMATICINSTITUTE.ORG | +972 (0) 50 606 2000

COMPETITIVE INTELLIGENCE FOR THE FOUNDER / STARTUP

- Not a Luxury - Must be a **core decision making tool**
- Not a Cost Center – but a **Profit Center**
- Done by internal CI/Biz Dev or external agent
- Don't ASS-U-ME!
- CoVid-19 Impact

CI ALONG THE STARTUP'S ROADMAP

- **Ideation**

- Business Idea Validation
- Alternatives Market & Wallet Share
- Competitors, Patents, developments

- **Customer & Market**

- Pains and needs
- Appreciated benefits
- Current solution / workaround
- Willingness to pay / implement
- Integration issues

- **Internal**

- Co-Founders
- HR / Recruiting
- Knowledge

- **Services & Alternatives**

- Cloud
- Connectivity
- Development Tools
- ERP / CRM
- Security & Cyber

CI ALONG THE STARTUP'S ROADMAP

- **Service Providers**

- Legal & Accounting
- Suppliers
- Partners & Affiliates

- **Capital**

- Investors, VCs
- Investment models

- **Business**

- Biz Models
- Go 2 Market strategy

- **Product**

- Benefits & Features
- Look & Feel, UI/UX
- Market Fit

- **Marketing**

- Segmentation
- Penetration Plan
- Costs & Pricing

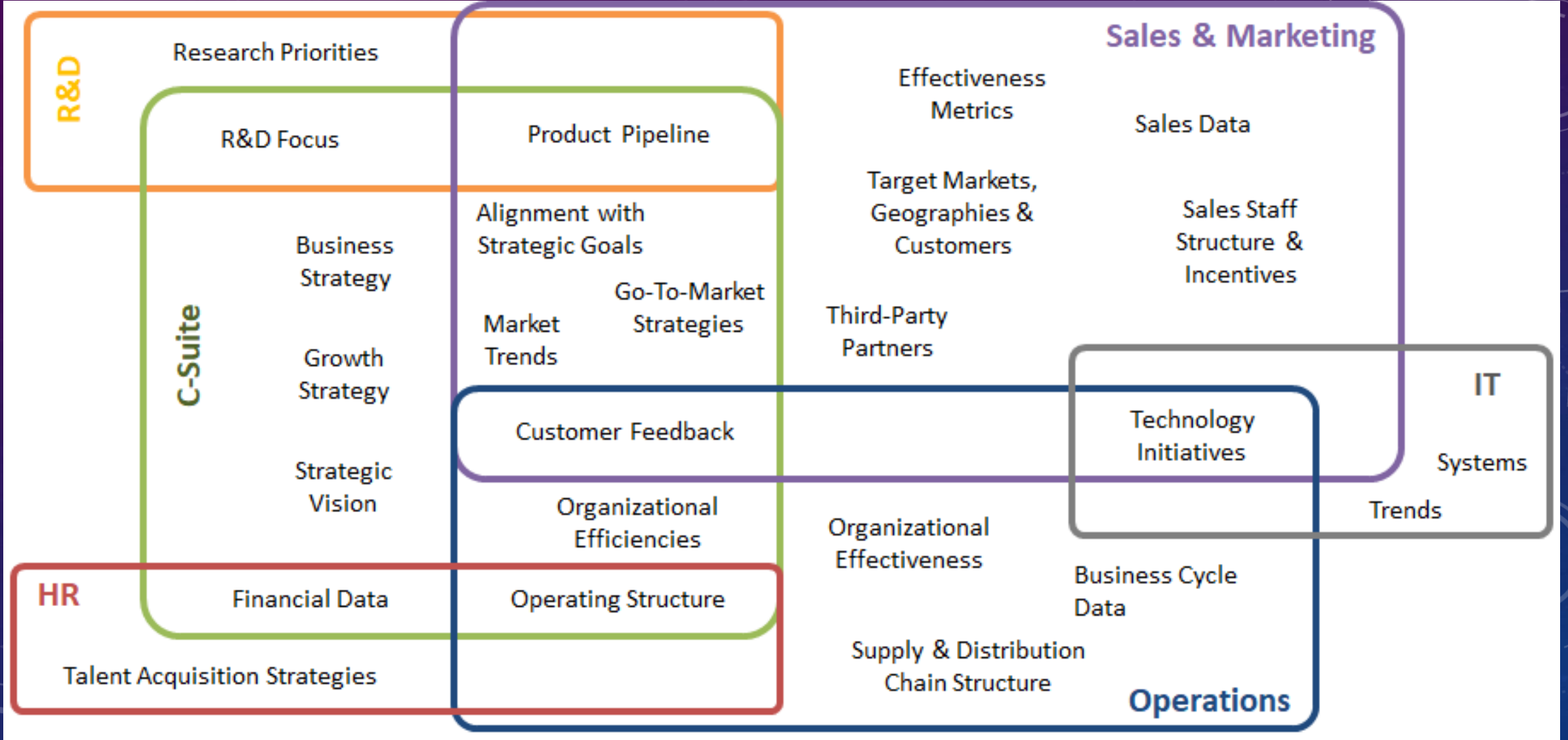
- **Sales**

- Channels
- Feedback

CI ALONG THE STARTUP'S ROADMAP - EXAMPLES

- **Legal**
 - Do I need \$800/hr Lawyer? Incorporation? Patents?
 - Agreements: shibolet-jumpstart.com/
- **Partners**
 - Due Diligence
- **Capital**
 - Investors, VCs
- **Biz Models**
 - Think Monetization
 - G2M: Freemium/Premium, Sale/Lease/Subscribe/Hybrid
- **Product**
 - Benefits & Features
- **Penetration**
 - Territorial & Demographics,
 - Agent/Rep/Distributor/Subsidiary,
 - Price Differentiation,
 - Leads Generation & Qualification,
 - Marketing Automation
- **Sales Feedback**
 - Collection and Analysis

COMPETITIVE INTELLIGENCE STACKHOLDERS



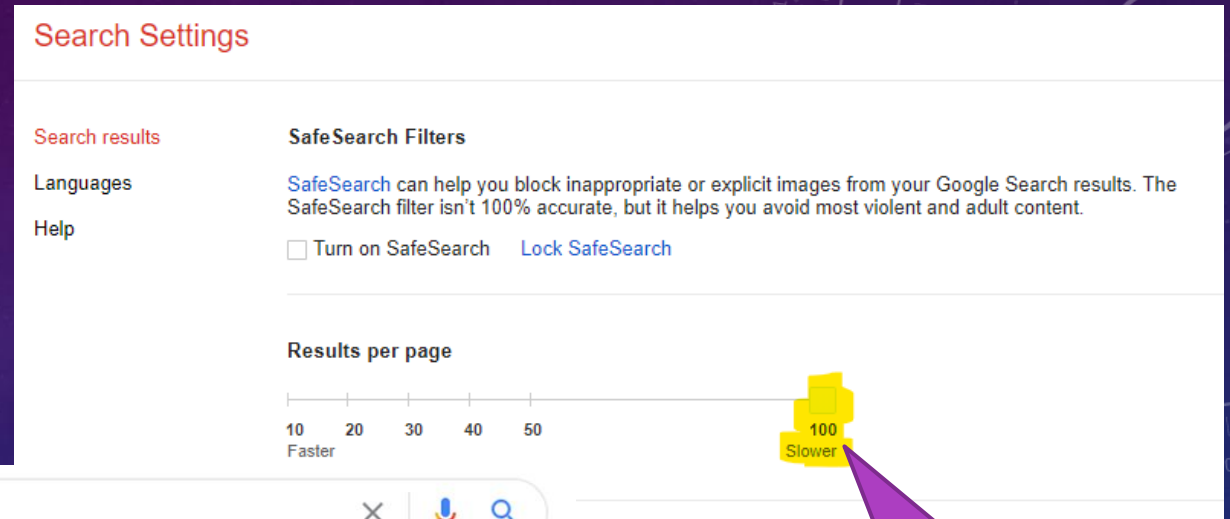
COMPETITORS INTELLIGENCE TOOLS

- Google alerts
- Download doc
- Participate in Conferences
- Follow on Social
- Connect to Peers & C-Level
- Buy competitors' products and services
- Examine inbound & outbound traffic & links
- Assess Platform Vs. Content
- Analyze UI/UX
- Test Usability & Functionality
- Understand Positioning, Differentiation and Core Segments
- Search Competitor + Negative Terms
- Map Decision makers
- Learn Biz Models
- Spy on Customer Acquisition
- Hook with Vendors, Providers, Partners and End Users
- Interview them
- Seek frustrated Customers
- Ask for quotes, volume discounts
- Copy and adapt marketing
- Identify Blue Ocean

Metrics | KPIs | Repeat

GOOGLE – SEARCH LIKE A PRO!

<https://www.google.com/preferences>



Search Settings

Search results

Languages
Help

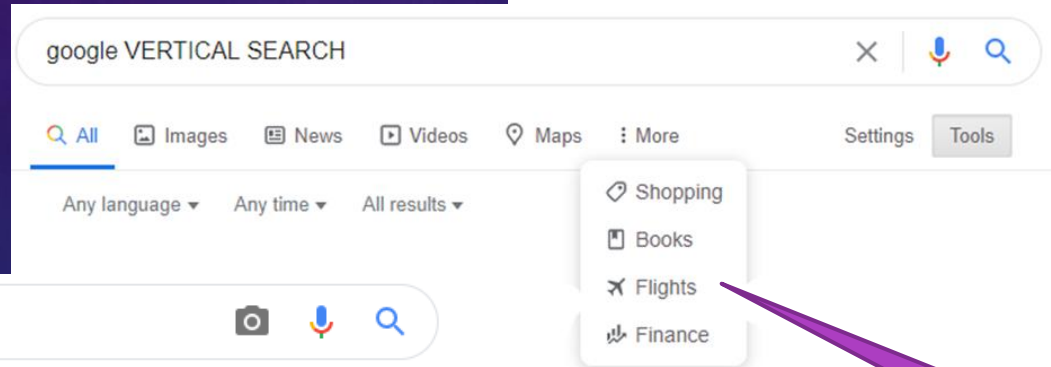
SafeSearch Filters

SafeSearch can help you block inappropriate or explicit images from your Google Search results. The SafeSearch filter isn't 100% accurate, but it helps you avoid most violent and adult content.

Turn on SafeSearch [Lock SafeSearch](#)

Results per page

10 20 30 40 50 100 Slower



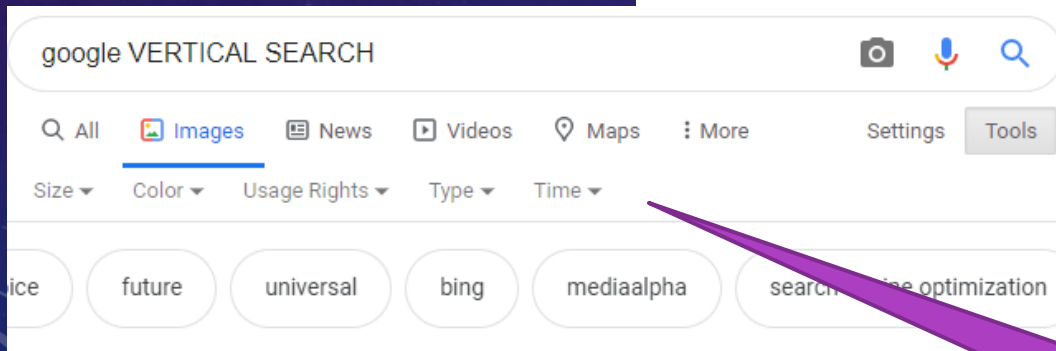
google VERTICAL SEARCH

All Images News Videos Maps More

Settings Tools

Any language Any time All results

- Shopping
- Books
- Flights
- Finance



google VERTICAL SEARCH

All Images News Videos Maps More

Settings Tools

Size Color Usage Rights Type Time

future universal bing mediaalpha search optimization

100 Results/Page

Vertical Search

Drilldown Image Search

"search"

red ford

Robert Redford - Wikipedia

"red ford"

Images for "red ford"

christian eilers

Christian Eilers • Dauntless Jaunter

site:zety.com christian eilers

How to Start a Resume

https://zety.com • Blog • Resume Writing

Christian Eilers

site:

weather

weather

New York
Sunday 3:00 PM

80°F | °C

Precipitation: 0%
Humidity: 20%
Wind: 8 mph

define:

define:charcuterie

Dictionary

char-cu-te-rie noun

cold cooked meats collectively.
• a store selling cold cooked meats.

-omit

mustang speed

Ford Mustang Reviews

mustang speed -car

How Fast is a Mustang Horse

paris guide

The Paris Guides | Goop

https://goop.com/travel/guides/the-paris-guides/

paris guide -site:goop.com

Paris travel - Lonely Planet

https://www.lonelyplanet.com/france/paris

Paris travel - Lonely Planet

https://www.lonelyplanet.com/france/paris

Paris Travel Guide on TripAdvisor

https://www.tripadvisor.com/Travel_Guide_Paris

-site:

timer & stopwatch

timer

TIMER STOPWATCH

5m 00s

START RESET

calculator

2^5

32

unit conversion

2kg to lbs

Mass

2 = 4.40925

Kilogram Pound

time conversions

time in Mumbai

7:30PM

Monday, July 23, 2018 (GMT+5:30)
Time in Mumbai, Maharashtra, India

est time

11:00 AM

Monday, July 23, 2018
Eastern Time (ET)

10am in Mumbai

10:00 AM Monday,
in Mumbai, Maharashtra, India is
12:30 AM MONDAY,
IN WASHINGTON, DC

translate

cat in french

English French

cat chat

5 more translations

package tracking

1Z71EY051295602

Track a package

1Z71EY051295602

Track via UPS

stock quotes

goog

Market Summary > Alphabet Inc

NASDAQ: GOOG

1,198.92 USD +14.01

GOOGLE POPULAR OPERATORS

Quotation Marks - Exact String	"Barak Eilam" site:Nice.com
Site: Search in this site only	
inurl: search only in specific address of the domain	"covid19" inURL:FEMA.GOV
intitle: search only in specific domain header	"covid19" intitle:cnn.com
OR: for alternative writing search. Retrieves both	"Benjamin Netanyahu" OR "Bibi Netanyahu"
AND: Google default. Both options on the same pages	"Yair Netanyahu" AND "Sara Netanyahu"
Filetype: search only in specific filetype	"P2P platform lending" filetype:PDF CISO ny OR nj OR ct filetype:XLS "Tokenisation" filetype:DOC "Equity crowdfunding" filetype:ppt site:forexfactory.com filetype:reg (!) alpinelinux filetype:log (!)
IN helps to convert measurements and currencies	200NIS IN € 200 dunham IN hectares
minus sign (-) omits part of the results	"Drip irrigation" site:co.il -netafim -naan -rivulis

google.co.il/intl/iw/help/operators.html

GOOGLE – AUTOMATIC OPERATORS

https://www.google.com/advanced_search

The screenshot shows a Google search for "drip irrigation". The search bar contains the text "drip irrigation". Below the search bar, there are navigation links for "All", "Images", "Videos", "News", "Maps", and "More". The "Tools" button is highlighted, and a dropdown menu is open, showing options: "Search settings", "Languages", "Turn on SafeSearch", "Hide private results", "Advanced search" (highlighted in yellow), "Search activity", "Your data in Search", and "Search help".

The screenshot shows the Google Advanced Search page. The title is "Advanced Search". Below the title, it says "Find pages with...". There are several input fields for search criteria:

- all these words: [empty field]
- this exact word or phrase: drip irrigation
- any of these words: [empty field]
- none of these words: [empty field]
- numbers ranging from: [empty field] to [empty field]

Then narrow your results by...

- language: any language
- region: any region
- last update: anytime
- site or domain: [empty field]

SOURCES

- <https://www.cia.gov/library/publications/the-world-factbook/> - CIA Factbook
- <https://www.voyagersearch.com/> - Exports mapping
- <https://data.worldbank.org/> - World bank's Database
- <https://www.shodan.io/> - IoT Search engine
- <https://www.macmap.org/en/> - Custom's HS Code of any product
- <https://comtrade.un.org/> - the United nations' Trade Portal
- https://www.thinkwithgoogle.com/_MARKET_FINDER and Trend Spotting
- <https://www.eventseye.com/> - Events, fairs and Conventions
- <https://www.statista.com/> - visual Statistics (paid site)
- <https://stats.oecd.org/> - OECD statistics
- <https://www.marketresearch.com/> Market Research Site
- <https://oec.world/> - Economic Complexity Atlas for Products and Territories
- <https://duckduckgo.com/> - Search Engine that will not spy on you



THANKS!

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FOLLOW THE TRENDS

