Competitor Analysis Examples Example Transfer Guard

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Fictional examples can teach the method, but they cannot supply a role, score or evidence state for a real market. Transfer the questions and evidence fields; rebuild the result.

Fast rule

Transfer the questions, never the fictional result.

Why this matters in 2026

Current resources publish filled industry examples across SaaS, professional services, healthcare, ecommerce and other markets. Useful examples can become fake benchmarks when readers copy conclusions instead of investigation structure.

Information-gain boundary

A74 does not claim that industries differ as a proprietary insight. Its distinct contribution is Example Transfer Governance: what may transfer is structure; what may not transfer is role, score, confidence, benchmark or action.

1. Four examples, four relationship problems

Market	Illustrative role	Smallest proof that matters
B2B SaaS	Ecosystem intermediary / possible substitute	Can the buyer complete the focal workflow without the focal product?
Local service	Directory / discovery intermediary	Does the domain fulfil the service itself in the same service area?
Ecommerce	Channel + substitute + commercial competitor	Does the same shopper choose between the marketplace transaction path and the focal offer?
Professional services	Reference authority	Does the domain enter the same paid engagement decision or only shape trust/referrals?

Current-landscape source role

Deckary (Feb 2026) and Elogic (updated Aug 2026) show that populated, industry-specific competitor-analysis examples are common. They document the landscape only; they do not validate MarketHub or a SERPIFAI prior.

2. Use one method in every market

Lens	Question	Transfer rule
Buyer overlap	Are the same buyers genuinely in scope?	Reuse the question; rebuild the answer.
Offer overlap	Are the offers meaningfully substitutable?	Reuse the evidence field; never copy the fictional state.
Commercial demand	Do they compete for the same buying-stage demand?	Treat search overlap as discovery, not proof.
Geographic relevance	Can both serve the same bounded market?	Test per actual service/delivery boundary.
Customer comparison	Would buyers plausibly compare the choices?	Use switching, shortlist, review or win/loss evidence.
Decision relevance	Would inclusion change the named decision?	If not material, do not force a competitor role.

Separate readiness

Relationship Fit describes the relationship. Evidence Readiness determines how far the real result may be used.
A fictional example cannot raise the real evidence ceiling.

3. Example Transfer Guard outcomes

State	When	Permitted use
METHOD TRANSFER ONLY	Any buyer, fulfilment, offer, geography or decision condition differs.	Transfer questions only; rebuild the real classification.
RESOLVE EVIDENCE CONFLICT	Real evidence is contradictory and no context condition already differs.	The example cannot adjudicate the conflict.
VERIFY CONTEXT - MORE EVIDENCE REQUIRED	Any context condition is unknown or Evidence Readiness has a material gap.	Keep the real relationship unresolved; verify the smallest blocking claim.
CONTEXT CLOSE - QUESTIONS TRANSFER; RESULT DOES NOT	All five context conditions match and screen-level evidence is sufficient.	Structural similarity only: reuse the investigation structure; do not infer market equivalence or the same role.

CONTEXT CLOSE definition

It means the selected teaching conditions appear similar enough to reuse the investigation structure. It does not establish market equivalence, predict the same competitor role, or transfer the fictional result.

4. Two overlays, not two new benchmarks

Healthcare overlay

Higher consequence, regulation or professional/clinical reliance can raise Evidence Readiness requirements. It does not create a healthcare-specific competitor score or automatically change Relationship Fit.

Multi-location overlay

A candidate can be in scope for one territory and out of scope for another. Test serviceability and buyer comparison per bounded geography instead of averaging locations into one role.

Overlay rule

If the overlay changes only Evidence Readiness or geography, update that boundary. Do not invent an additional market benchmark and do not rerun unchanged relationship lenses.

WHY THEY ARE OVERLAYS

These contexts matter, but they do not introduce a new core relationship mechanism beyond consequence/evidence stakes or geographic serviceability. Adding fictional normal results would create false precision.

5. Preserve Decision Delta and rerun discipline

Control	Rule
Unknown	Unknown remains unresolved; it is never a midpoint and contributes no positive support.
Fit vs readiness	A strong relationship pattern does not cure a material evidence gap.
Fictional role	Never import the source role into a real candidate record.
Decision Delta	If a real condition changes, compare the new real treatment with the prior real treatment - not with MarketHub.
Rerun	No material change, no rerun. Reopen only the affected relationship or evidence boundary.
Refusal	Stop if someone uses a fictional example to prove a real competitor relationship or industry norm.

6. Portable example-transfer record

Field	Record
Fictional example	B2B SaaS / local service / ecommerce / professional services.
Source role	Illustrative only - explicitly NOT TRANSFERRED.
Buyer / fulfilment / offer	MATCH / DIFFERENT / UNKNOWN for each.
Geography / decision	MATCH / DIFFERENT / UNKNOWN for each.
Evidence Readiness	SUFFICIENT / MATERIAL GAP / CONTRADICTORY.
Transfer state	METHOD TRANSFER ONLY / RESOLVE CONFLICT / VERIFY CONTEXT / CONTEXT CLOSE.
Context-close boundary	Structural similarity does not establish market equivalence or predict the same role.
Benchmark boundary	No score, average, market prior or expected role is inferred.

NEXT STEP

Use the free CFC only on a real candidate, with a real buyer, offer, geography and decision. The fictional examples are reasoning aids, not evidence.