Six Competitor Fit Lenses
Pattern Reader

A71 V1.0.1

The six fixed Methodology 1.1 lenses describe the relationship. Read their pattern before the total, preserve Unknown, and keep evidence readiness outside the score.

Memorable rule

The total tells you how much support. The lens pattern tells you what kind of relationship.

Weight transparency

22 / 20 / 16 / 14 / 14 / 14 are deterministic, versioned contribution shares in the 100-point provisional Relationship Fit calculation. The accepted method record does not claim these exact values are empirically calibrated probabilities or effect sizes.

Critical-gate boundary

Weights do not make every condition compensating. Buyer, offer and comparison fundamentals can block a stronger treatment even when other lenses add support. Changing the weights creates a new method version.

1. The six fixed lenses

Lens	Wt	Beginner question	Strong support means
Buyer overlap	22	Could the same buyer choose either company?	Materially similar buyers or buying situations.
Offer overlap	20	Do the offers solve the same job?	Plausible substitute offers, not merely related resources.
Commercial demand	16	Do they pursue similar demand?	Overlapping needs/categories can affect the same opportunity.
Geographic relevance	14	Does it matter in this market?	Relationship exists inside the defined market scope.
Customer comparison	14	Would customers compare them?	Credible comparison, switching or substitution path.
Decision relevance	14	Would including it change the decision?	Candidate matters to the specific strategic question.

2. Read the pattern before the total

Pattern	What it suggests	What to inspect next
Buyer + offer + comparison align	Direct-substitution relationship signals may be present.	Confirm governed gates, evidence readiness and Decision Relevance before inclusion.
Direct signals + Decision Relevance little	Commercial substitutability can exist while the candidate is immaterial to this decision.	Do not treat the signal as approval; confirm decision relevance in the governed Challenge.
Demand/relevance strong; offer/comparison weak	Reference, publisher, directory or information role may be more plausible.	Verify buyer behavior and real substitution.
Critical lens UNKNOWN/CONTRADICTORY	Relationship pattern is not decision-ready.	Resolve buyer, offer or comparison evidence first.
Buyer + offer + comparison all weak	Low commercial substitution support.	Do not infer direct competition from visibility alone.
Mixed pattern	No single clean relationship structure.	Inspect the weakest limiting lens.

3. Critical gates and evidence semantics

Buyer reality

Confirm that the same or materially similar buyer is actually in scope. Similar audiences are not enough.

Substitution reality

Confirm that the offers can credibly compete for the same job or outcome.

Comparison reality

Confirm that customers could plausibly compare, switch between or choose one over the other.

UNKNOWN / Not sure / not checked

The evidence has not established the lens. This is not Neutral, No, or evidence supporting absence.

Evidence supports no overlap

Reviewed evidence supports absence of overlap inside the defined scope. This is a negative finding, not 'we have not researched it yet.'

4. Evidence Readiness stays separate

Output	Question	Do not confuse it with
Provisional fit	How much supported relationship fit exists across six lenses?	Permission to act or a confidence percentage.
Answer coverage	How much required lens evidence is answered?	Positive fit support.
Critical-gate status	Do essential commercial conditions support a stronger treatment?	An average unrelated strengths can compensate for.
Verification need	What missing/contradictory evidence can change use?	A generic request for more research.

Current-market contrast

Weighted matrices can let analysts choose criteria and weights, while direct/indirect frameworks distinguish similar offers/customers from alternative solutions. CFC instead fixes six relationship lenses, preserves non-compensating gates and keeps Evidence Readiness outside the score.

5. Portable six-lens handoff

Field	Record
Buyer overlap	Qualitative teaching state + evidence note
Offer overlap	Qualitative teaching state + evidence note
Commercial-demand overlap	Qualitative teaching state + evidence note
Geographic relevance	Qualitative teaching state + evidence note
Customer comparison	Qualitative teaching state + evidence note
Decision relevance	Qualitative teaching state + evidence note
Pattern reading	Signals / reference-information / unresolved / low substitution / mixed
Authority boundary	No numeric total, weight change, readiness score or final classification.

NEXT STEP

Use the governed Competitor Fit Challenge for exact Methodology 1.1 scoring, critical gates, Decision Relevance and permitted decision use. Use this card only to understand the relationship pattern and which lens deserves inspection next.