Uncertain Competitor Fit Result

Next Evidence Triage Card

A70 V1.0.1

An uncertain result is not a failed score. Preserve the provisional relationship, name the exact blocker, and collect the smallest credible proof capable of changing the treatment.

Fast rule

Do not ask how to make the score look more certain. Ask which unresolved fact could change the treatment.

No-input rule

An untouched browser triage remains AWAITING INPUT. No selection is not evidence, and no default blocker or evidence state is assumed.

Probability boundary

MORE EVIDENCE REQUIRED is a decision-use state, not a probability that the competitor classification is wrong. A probability or confidence interpretation needs a separate defensible basis.

1. Five canonical Evidence States

State	Meaning	A70 treatment
OBSERVED	Bounded evidence directly supports the proposition.	If current and in-scope, perform a controlled recheck - except when SOURCE ROLE itself remains the blocker.
INFERRED	Evidence suggests but does not establish the proposition.	Keep provisional; corroborate before consequential use.
PARTICIPANT-SUPPLIED	Human decision knowledge is not independently established.	Preserve source role; corroborate where material.
UNRESOLVED	The proposition is not established.	Keep Unknown; MORE EVIDENCE REQUIRED.
CONTRADICTORY	Material sources support incompatible positions.	REFUSE / REOPEN until resolved or bounded.

2. Match the blocker to one evidence task

Blocking area	Smallest useful next evidence
BUYER OVERLAP	Target-account definitions, buyer interviews, qualification or win/loss evidence showing who actually buys.
SUBSTITUTION	Job solved, scope, pricing, switching logic and whether buyers can realistically choose one offer instead of the other.
CUSTOMER COMPARISON	Shortlist, alternatives, competitive-deal, migration, win/loss or switching evidence.
OFFER OVERLAP	Current product/service scope, packaging and commercial job solved.
GEOGRAPHY	Actual serviceability and commercial presence in the defined market.
SOURCE ROLE	Separate first-party facts, independent evidence, participant knowledge and inference; replace or explicitly bound the weak source role.

Source-role special rule

OBSERVED answers whether the proposition is directly supported. It does not by itself prove that the source role is suitable for the claim. If SOURCE ROLE is the blocker, remain MORE EVIDENCE REQUIRED until provenance sufficiency is bounded.

3. Govern the action, not the optics

Condition	Action state	What to do
Scope changed	REFUSE / REOPEN	Do not reuse the old uncertain result for the new decision boundary.
CONTRADICTORY	REFUSE / REOPEN	Preserve both positions; resolve the material conflict.
SOURCE ROLE blocker	MORE EVIDENCE REQUIRED	Direct observation alone does not clear provenance/source-role sufficiency.
UNRESOLVED / stale / unknown freshness	MORE EVIDENCE REQUIRED	Preserve treatment; verify or refresh the exact blocker.
INFERRED / participant-supplied + consequential	MORE EVIDENCE REQUIRED	Corroborate before consequential reliance.
OBSERVED + current + non-source-role blocker	BLOCKER RESOLVED - CONTROLLED RECHECK	Recheck the governed result; do not auto-promote classification.

4. Portable uncertainty handoff

Field	Record
Current treatment	PLAUSIBLE DIRECT / INDIRECT / SUBSTITUTE / REFERENCE / UNRESOLVED ROLE
Blocking Evidence State	OBSERVED / INFERRED / PARTICIPANT-SUPPLIED / UNRESOLVED / CONTRADICTORY
Blocking decision area	Buyer overlap / substitution / customer comparison / offer overlap / geography / source role
Freshness + consequence	CURRENT / STALE / UNKNOWN; ORIENTATION / PRIORITISATION / CONSEQUENTIAL
Uncertainty action	Controlled recheck / provisional use / MORE EVIDENCE REQUIRED / REFUSE / REOPEN
Smallest next evidence task	One discriminating test capable of changing the blocker.
Authority boundary	No fit recalculation, probability estimate or approval of a real commercial action.
Reopen trigger	Material blocker change, stale/conflicting evidence, or changed buyer/offer/market/decision scope.

CITATION PARITY

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