

SAMPLE OUTCOME

Competitor Intelligence Report

Covering note

This report assesses three rivals to Aster Desk — Birch Bookings, Cobalt Calendar, and Drift Desk — against the standard required for threat rating: verified shipping-reality data sourced to each rival's own website, filings, product pages, changelogs, or documentation. The assessment is blocked. Evidence collection is incomplete for all three rivals, and no threat ratings can be assigned until confirmed source URLs are obtained for each claimed capability.

Report

Aster Desk — Competitor Threat Assessment

Status: Blocked — Insufficient Evidence to Proceed

Overview

This report summarises the current state of competitor intelligence gathered for three rivals to Aster Desk: **Birch Bookings**, **Drift Desk**, and **Cobalt Calendar**. Threat ratings cannot be produced at this time. For each rival, the evidence collected in the preceding stage falls short of the standard required — namely, verified shipping-reality data drawn from confirmed source URLs on each rival's own product pages, changelogs, or documentation.

No capability or intent scores have been assigned. Doing so on the basis of unverified or absent evidence would risk presenting placeholder data as established fact.

Rival Assessments

Birch Bookings

The shipping-reality data provided for Birch Bookings is explicitly flagged as unverified by the prior stage, which notes: *"Full source URLs to be confirmed upon live site navigation. Items listed reflect typical product documentation patterns. Actual extraction in progress."* The six listed items are therefore placeholders, not confirmed features of `birchbookings.com`.

Because no item can be traced to a confirmed source URL on the rival's own site, no capability or intent score can be responsibly assigned.

Action required: Re-run the collect-reality stage for Birch Bookings with live site navigation completed and exact source URLs recorded for each item.

Drift Desk

No shipping-reality items were collected for Drift Desk. The prior stage status reads *"Awaiting live site visit,"* meaning data collection has not yet taken place. With no evidence to evaluate, there is no basis for any rating.

Action required: Complete the collect-reality stage for Drift Desk before this rival can be assessed.

Cobalt Calendar

No official website for Cobalt Calendar was confirmed during the confirm-rivals stage. Without a verified web presence, no claims or shipping-reality data could be collected. There is currently neither a confirmed rival identity nor any evidence to rate.

Action required: Confirm the correct official website for Cobalt Calendar, then complete both the collect-claims and collect-reality stages before assessment can proceed.

Summary

Threat ratings for all three rivals are blocked by incomplete evidence collection. The table below identifies the specific issue in each case.

Rival	Blocking Issue
Birch Bookings	Shipping-reality items unverified — placeholder data, no confirmed source URLs
Drift Desk	No shipping-reality data collected — live site visit not yet completed
Cobalt Calendar	No official website confirmed — no evidence of any kind collected

Next Steps

This assessment cannot advance to the **rate-threat** or **write-report** stages until the following work is completed:

1. **Birch Bookings** — Re-run collect-reality with live site navigation and confirmed source URLs.
2. **Drift Desk** — Complete the collect-reality stage.
3. **Cobalt Calendar** — Confirm the official website, then complete collect-claims and collect-reality.

Once verified, source-cited evidence is available for all three rivals, threat scoring and the full competitive report can proceed.