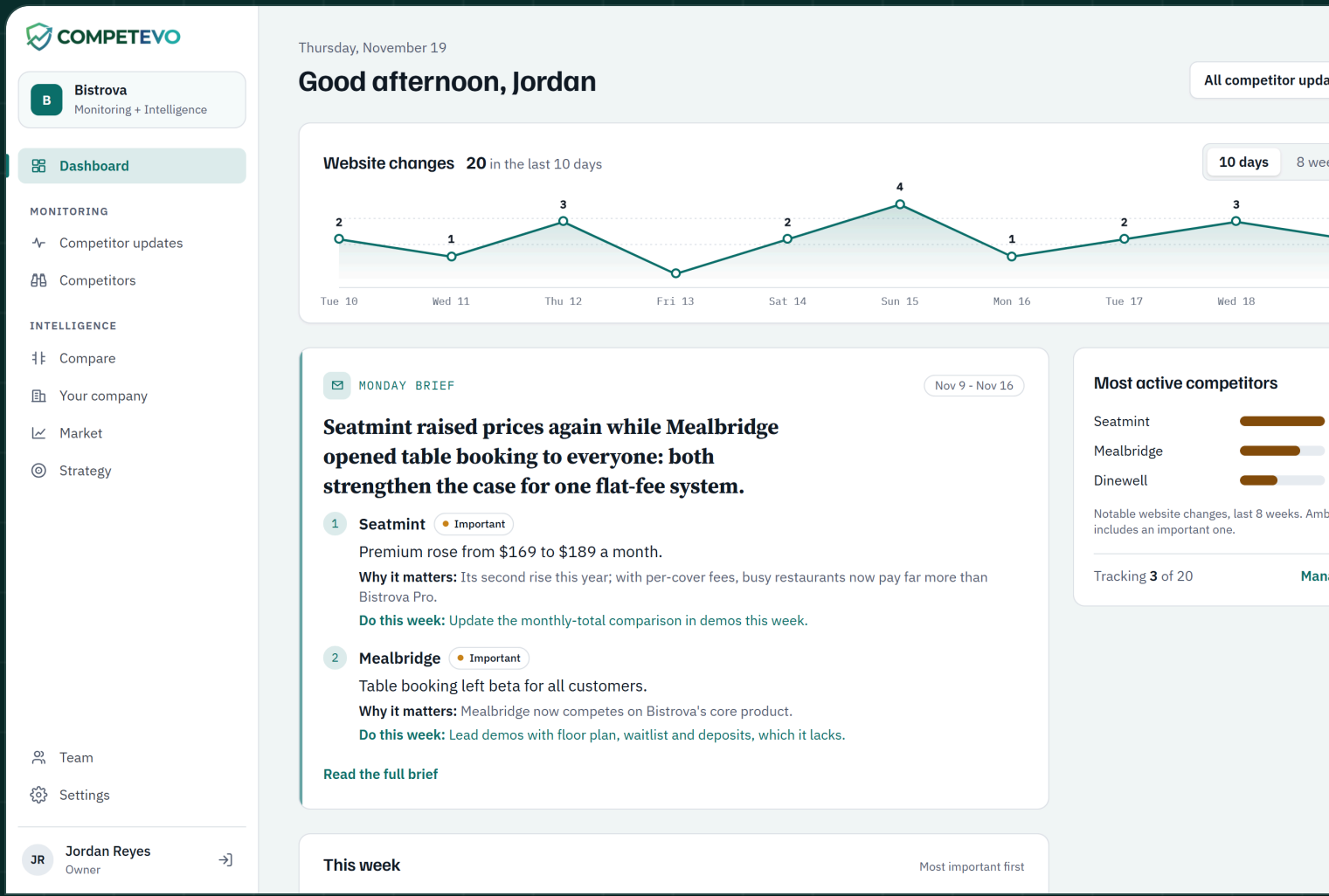
COMPETEVO

PRODUCT GUIDE · COMPETITOR INTELLIGENCE FOR B2B SAAS

See every move your competitors make. Know what to do next.

Competevo watches your competitors' websites every day, tells you what changed and why it matters, and turns it into market insight and a strategy your leadership team can act on.

CEOs and founders | COOs | Heads of product



HOW IT WORKS

From a competitor's change to your next move

You name your company. Competevo finds your competitors, starts watching, and keeps your team informed without anyone having to check a single website.

1

We watch

Pricing, product, homepage, careers and more on every competitor's site, checked daily. Plus news, reviews and your wider market.

2

We explain

Every change is summarised in plain English and scored, so the important moves stand out from the noise.

3

You act

A Monday brief, side-by-side comparisons, market insight and a 90-day strategy with owners and measures.

Competitor website → Change detected → Why it matters → What to do this week

What Competevo watches

ON THEIR WEBSITES

- Pricing pages
- Product pages
- Homepage messaging
- Integrations
- Customer stories
- Careers and hiring
- Security and compliance
- Blog and launches
- Comparison pages
- New and removed pages

BEYOND THEIR WEBSITES

- Competitor news
- Customer reviews
- Your market
- Pages you choose

Built for leadership teams

CEO or founder

Know where you stand in two minutes a week, and walk into board meetings with the market in hand.

COO

One shared view for the whole team, with clear owners for every response.

Head of product

Spot competitor launches, feature gaps and pricing shifts before they show up in lost deals.

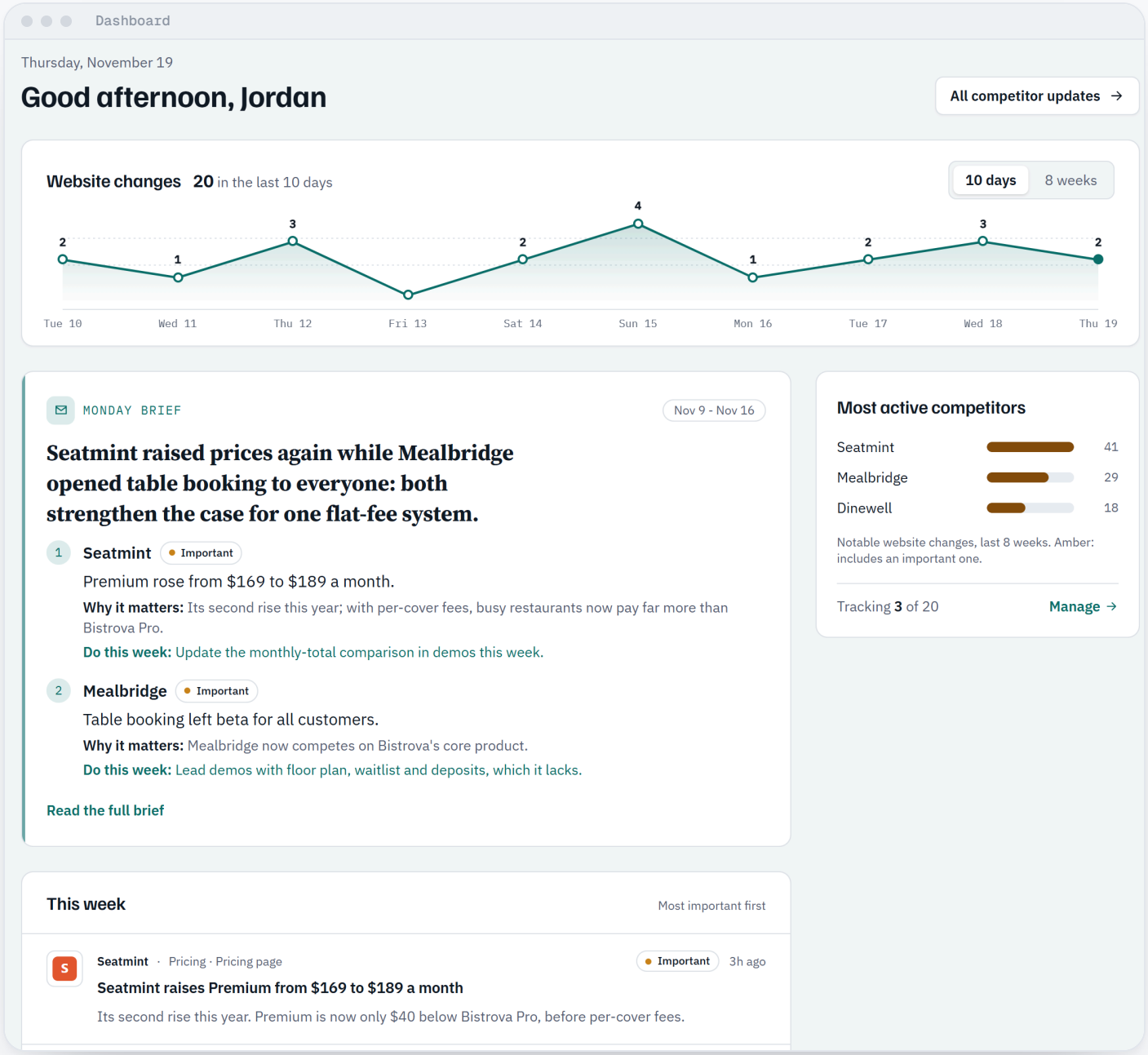
B

About the screens in this guide. They show a fictional company, Bistrova (restaurant software), tracking fictional competitors. Your workspace shows your company and your competitors.

MONITORING

Your dashboard

The week at a glance: how active competitors have been, the latest brief, and who is moving fastest.



One screen, every Monday

See what happened across all competitors without opening a single website.

Activity you can see

A chart of changes over 10 days or 8 weeks shows who is getting busy.

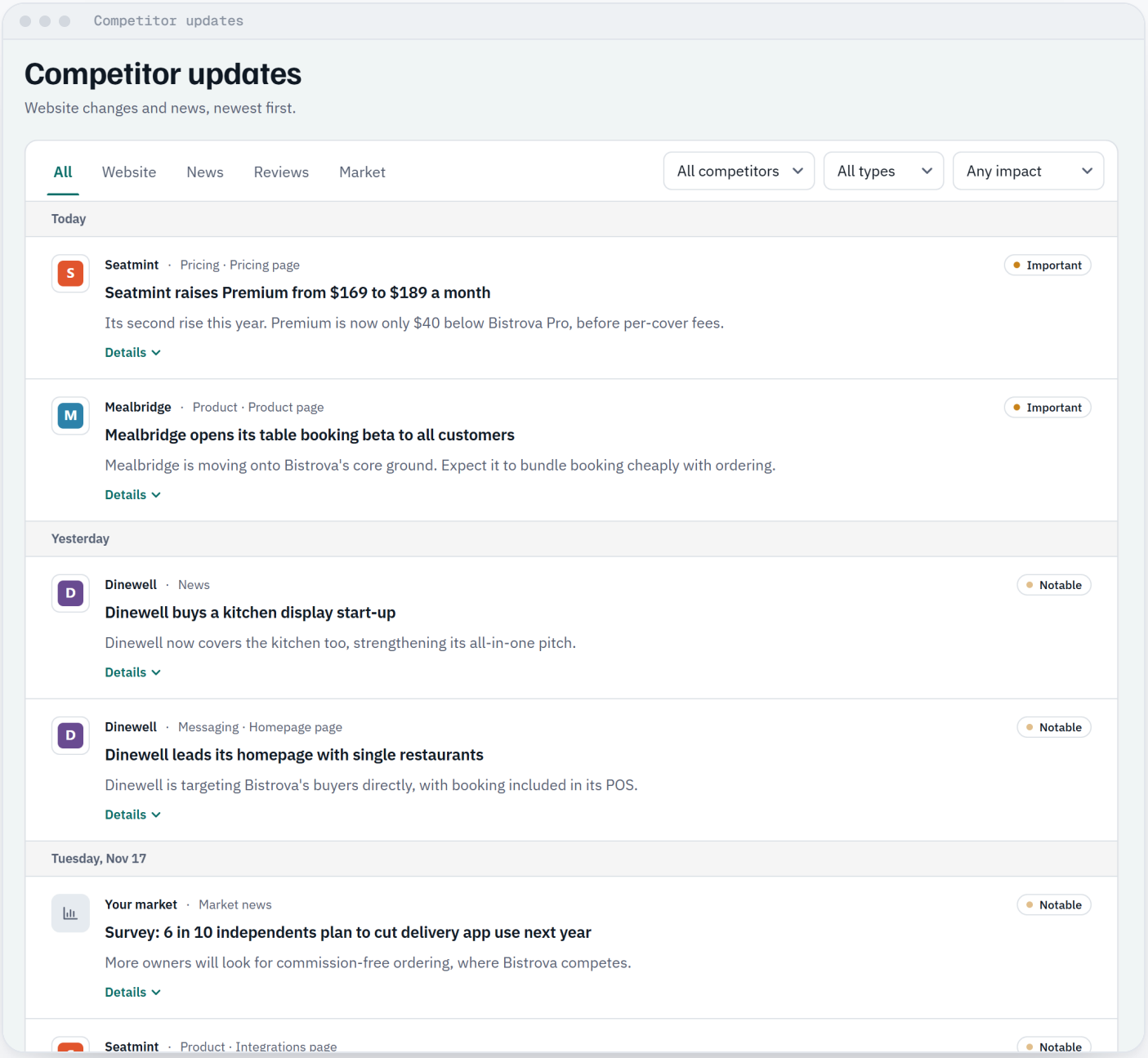
Action, not just news

Each item says why it matters and what to do this week.

MONITORING

Competitor updates

Every website change and news story in one feed, grouped by day and marked by impact.



Never miss a price change

Pricing, product and messaging changes are caught the day they happen.

Important first

Each change is rated Important or Notable, so you know what deserves attention.

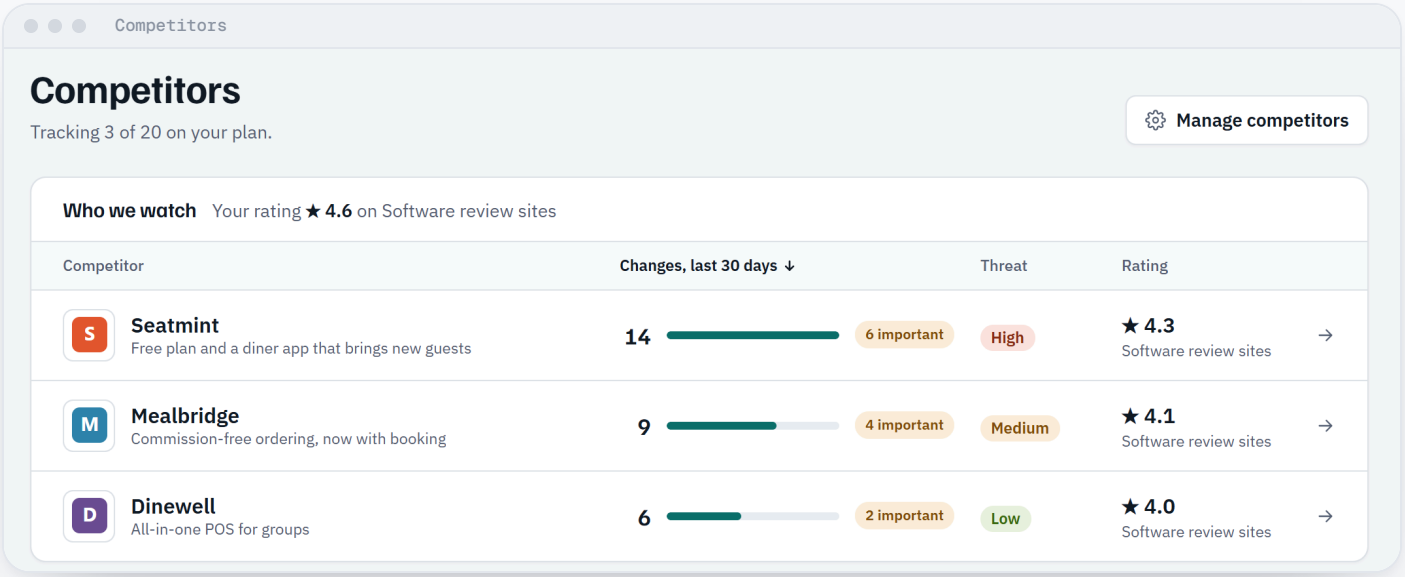
Filter in a click

By competitor, type, impact or source: website, news, reviews or market.

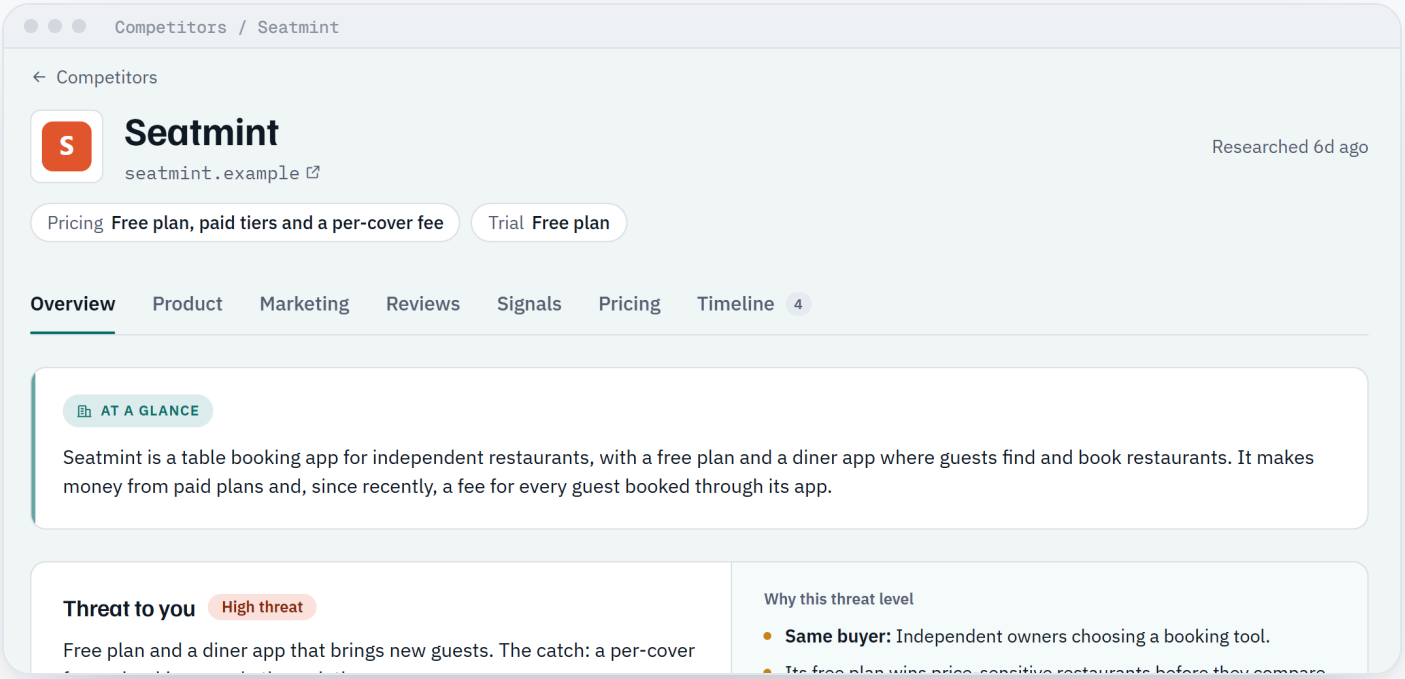
MONITORING

Competitors

Everyone you watch in one list: how active they are, how big a threat they pose and how customers rate them.



EACH COMPETITOR HAS ITS OWN PAGE



Threat at a glance

High, medium or low, with the reasons behind the rating.

See where they hire

Hiring shows where a competitor is investing next.

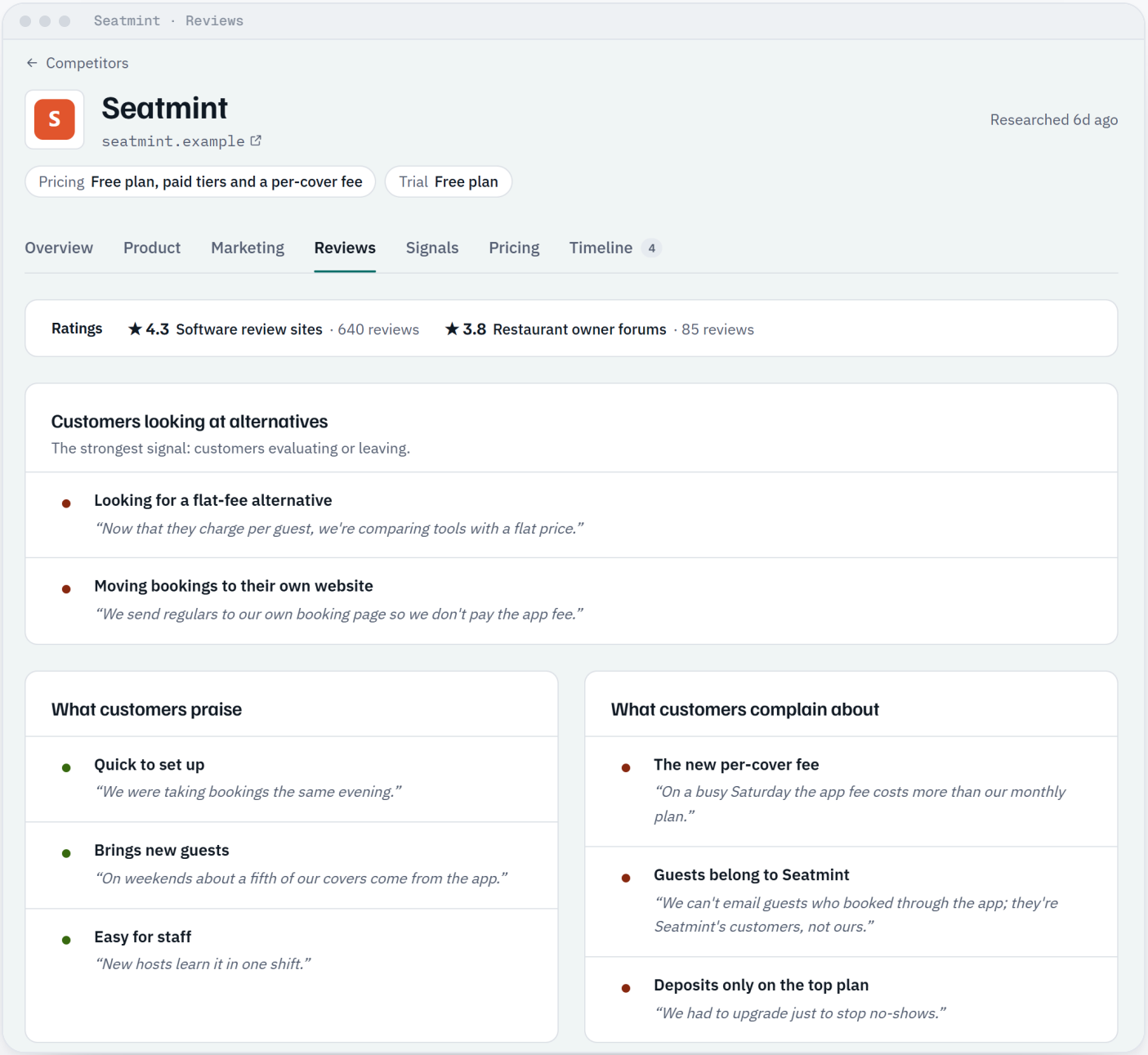
Full history

A timeline of every change, plus price history over time.

● INTELLIGENCE

A full profile of every competitor

Product, marketing, reviews, signals and pricing, researched from public sources and kept current.



Hear their customers

What buyers praise, what they complain about, and who is looking to leave.

Claims, checked

Marketing claims weighed against the evidence: supported, mixed or contradicted.

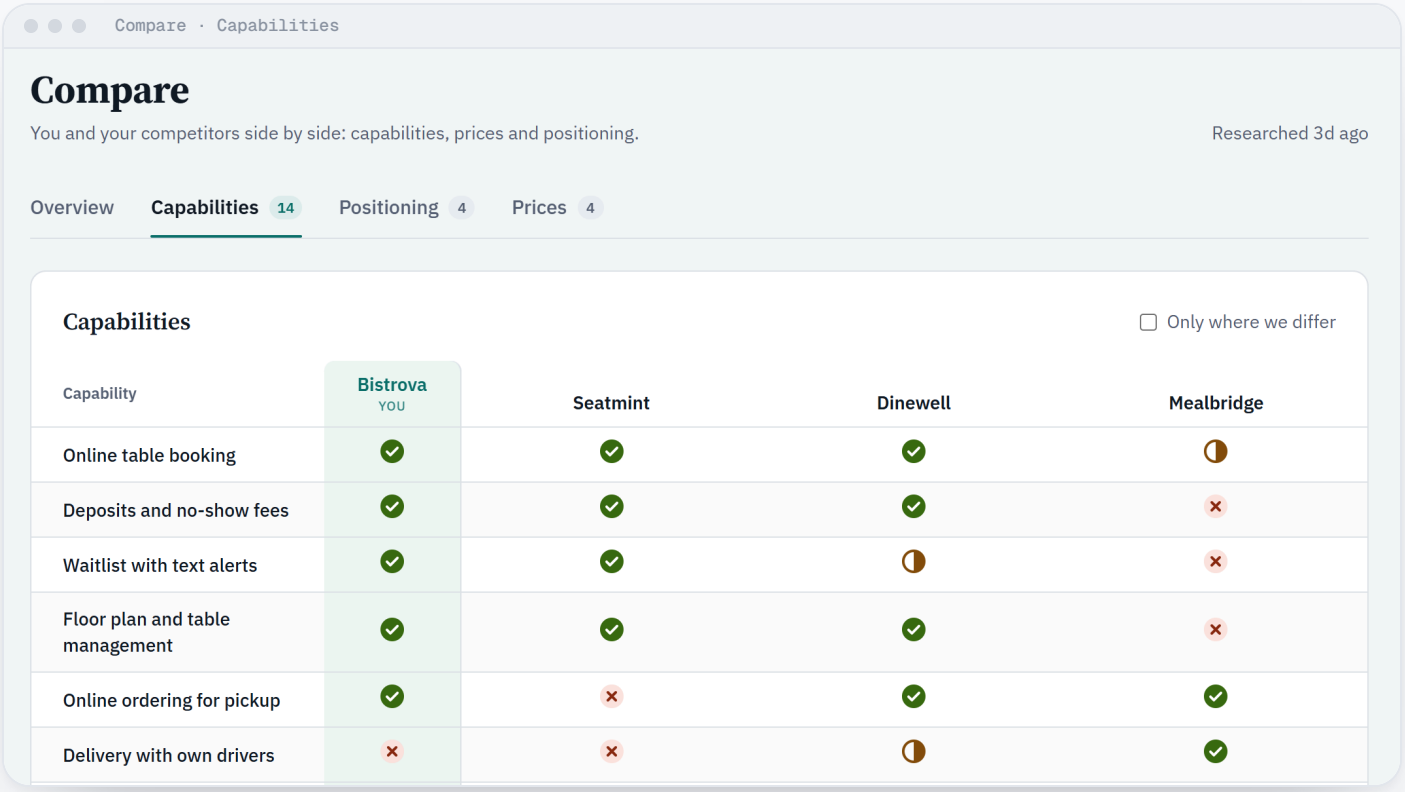
Stays up to date

Profiles are rebuilt when a competitor makes a meaningful move.

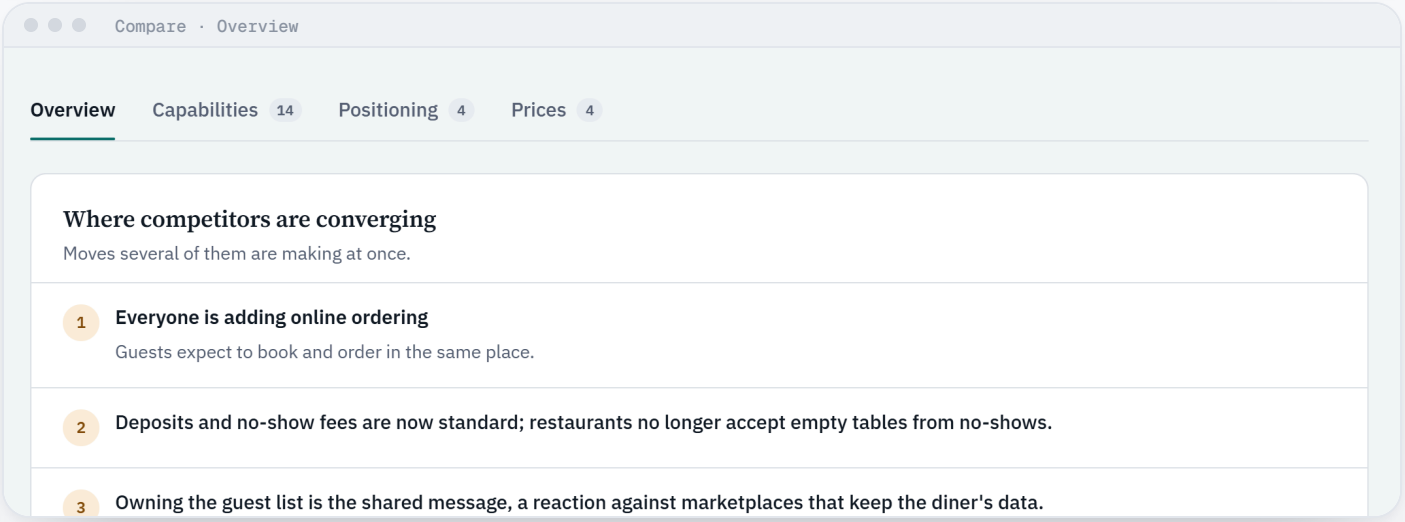
● INTELLIGENCE

Compare

You and your competitors side by side: capabilities, positioning and prices.



WHERE THE FIELD IS HEADING



Spot gaps fast

A capability grid shows where you lead and where you are exposed.

See convergence

Moves several competitors are making at once, numbered and explained.

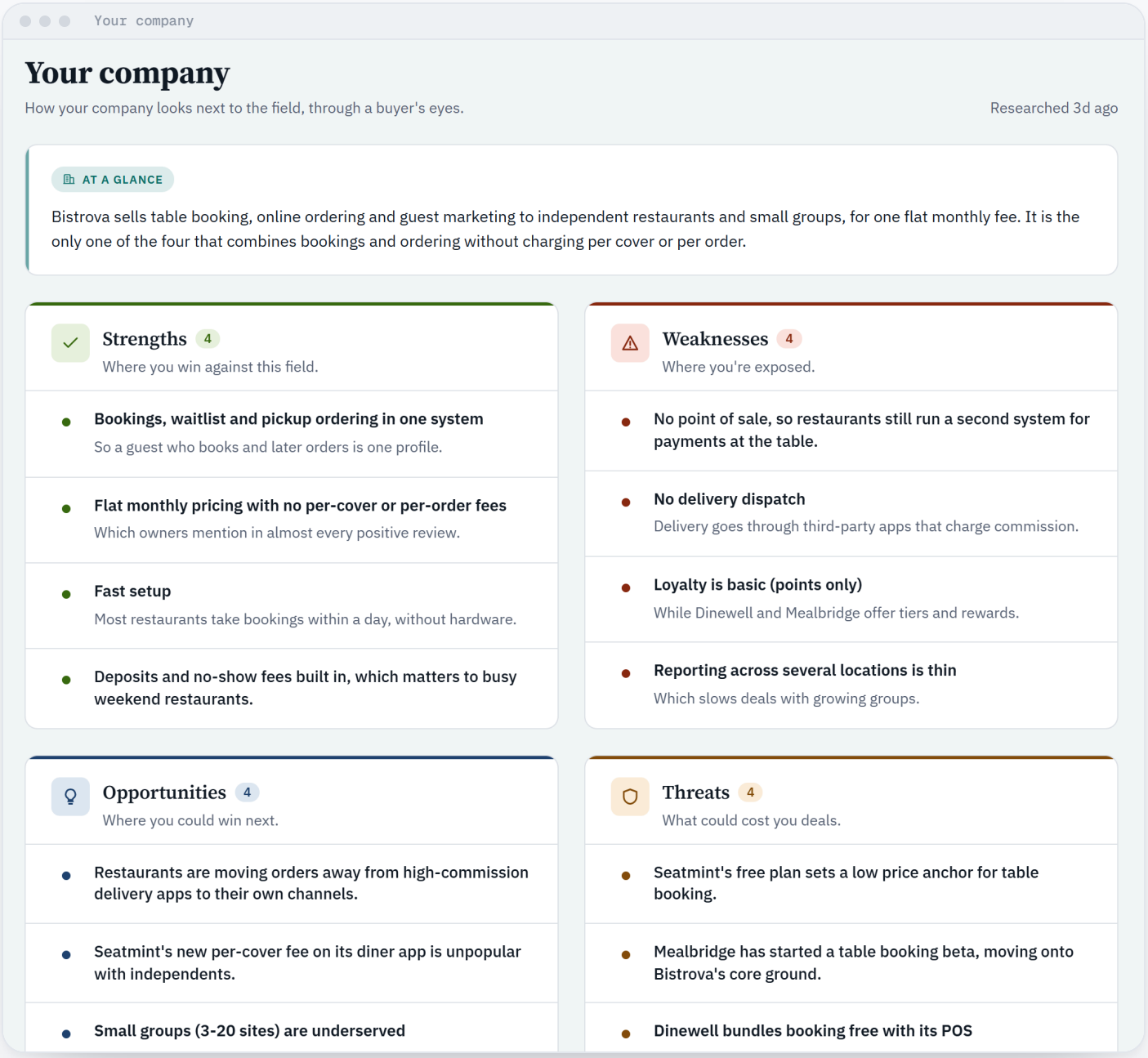
Price in context

Who sits low, mid or premium, coloured by the threat to you.

INTELLIGENCE

Your company, through a buyer's eyes

An honest SWOT of your company against this field, written from what buyers can see.



Know your edge

Strengths to lead with in every sales and board conversation.

Face the gaps

Weaknesses competitors can use against you, named plainly.

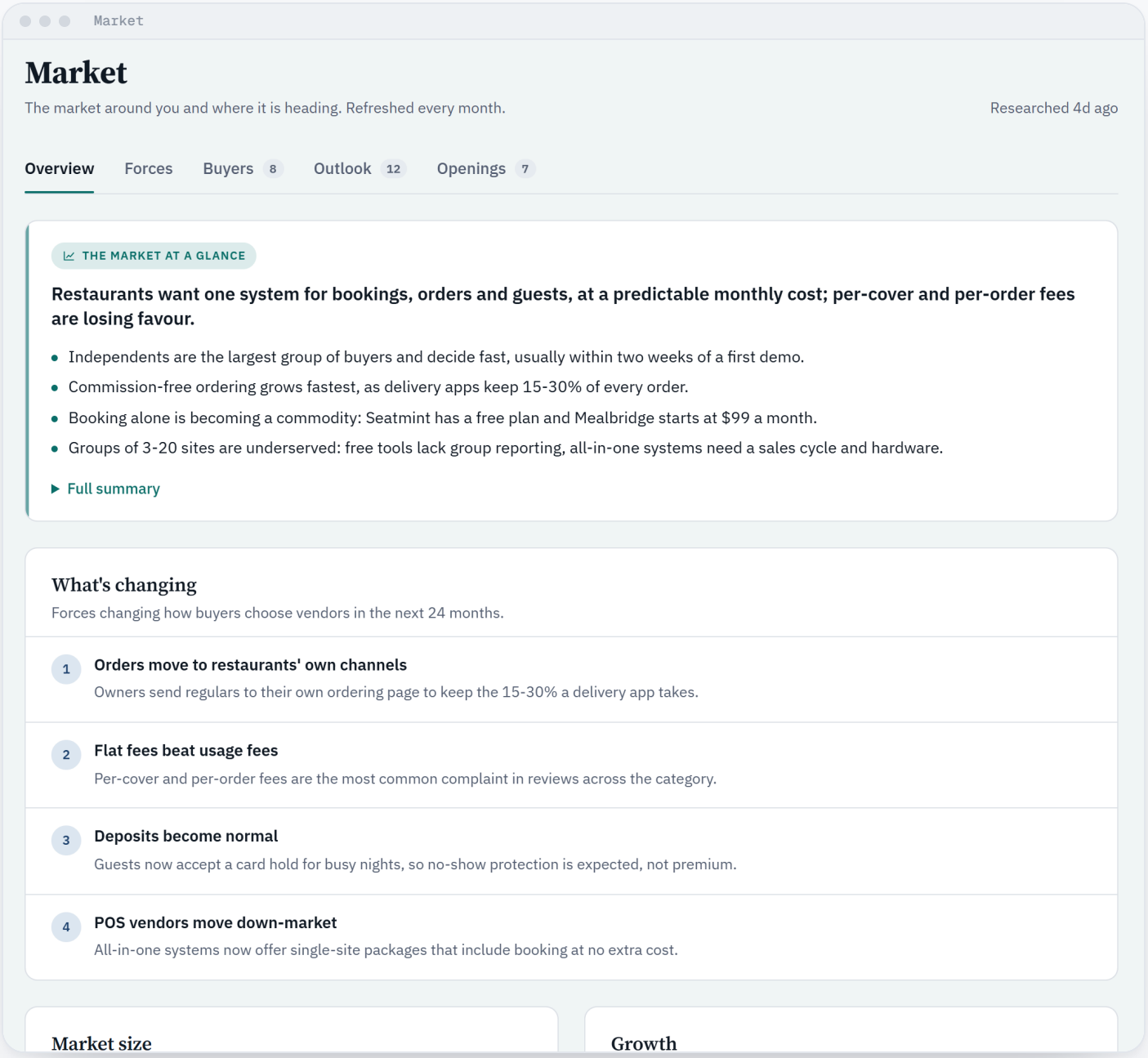
Find the openings

Opportunities and threats tied to real competitor moves.

INTELLIGENCE

Market insights

The market around you and where it is heading, refreshed every month.



The big picture in a minute

A headline, the key points and the shifts that are changing how buyers choose.

Forces and buyers

Competitive pressure, buyer personas and segments, side by side.

What's next

Trends, regulation, deals, new entrants and openings nobody serves yet.

INTELLIGENCE

Strategy

What to do about it: recommended moves and a 90-day plan for your leadership team.

Strategy · Moves

Positioning

1 **Lead every Seatmint comparison with the monthly total, not the plan price.**

Why
Seatmint's new $1.50 per-cover fee means a restaurant booking 300 guests a month through its app pays $450 in fees on top of its plan.

Expected impact
At 300 app covers, Seatmint Premium costs $639 a month against Bistrova Pro at $229, a gap owners can check themselves.

2 **Present Bistrova as the one guest list for bookings and orders.**

Why
No competitor links a guest's bookings and takeaway orders: Seatmint has no ordering and Mealbridge has no full booking yet.

Expected impact
A clear, provable difference in every demo against Seatmint and Mealbridge.

A 90-DAY PLAN WITH OWNERS AND MEASURES

Strategy · 90-day plan

Publish a "what you really pay" calculator comparing Bistrova with Seatmint
- Head of marketing
- Demo requests that start from the calculator

Brief the sales team on the monthly-total comparison and the single guest list
- Head of sales
- Every rep has run the comparison in a live demo

Decide whether deposits move into Essentials
- CEO
- Decision made and pricing page updated

Launch the switch-from-Seatmint offer with free migration
- Head of marketing
- Restaurants switched from Seatmint

Set the group price for 3-20 sites
- CEO and head of sales
- Group plan live with a published price

Shortlist and contact two POS partners
- Head of partnerships
- Partnership terms under discussion

Ship the first version of group reporting
- Head of product
- Groups using it every week

Pilot AI phone booking with ten restaurants
- Head of product
- Bookings taken by phone per pilot restaurant

Review results and set next quarter's pricing
- Leadership team
- Decision recorded in the board pack

Moves with reasons

Positioning, pricing, product and go-to-market moves, each with the why and the expected impact.

Ready to assign

Every action has an owner and a way to know it worked.

Think ahead

Product opportunities, pricing moves, risks and questions for your next leadership meeting.

THE VALUE

What Competevo is worth to your team

It pays back in three ways: time your leaders get back, decisions made sooner, and deals you stop losing to surprises.

Time back

Nobody checks competitor sites or writes the weekly update. It's in the app every day, with a summary every Monday.

Faster decisions

See a price change, launch or leadership change the week it happens, with what to do next.

More deals won

Walk into every comparison knowing their latest price, gaps and complaints.

	WITHOUT COMPETEVO	WITH COMPETEVO
A competitor makes a move New price, product or feature launch, leadership change	You hear about it from a lost deal	**You see it that week, with what to do**
The weekly competitor update	Hours of someone's time to compile	**Live in the app, summed up every Monday**
Market research	A one-off project that goes stale	**Refreshed every month**
Your response	Ad hoc, decided in a hurry	**A 90-day plan with owners**

What changes for your company

Fewer surprises

No more learning about a competitor's move from a customer.

Pricing with evidence

Set prices knowing exactly where the field sits.

Sharper positioning

Messaging that keeps up as competitors change theirs.

One plan for everyone

Leaders, sales and product working from the same picture.

Do the math for your team

Illustrative example. Use your own numbers.

LEADERSHIP TIME

$30,000

3 leaders × 2 hours a week on competitors, 50 weeks, at $100 an hour

+

ONE DEAL KEPT

$25,000

A single deal a year saved by knowing a competitor's move in time

=

VALUE A YEAR

$55,000

Compare it with the price of your plan

GETTING STARTED

Two plans. Start with what you need.

Both plans include seats for your team and work the same way. Intelligence adds the research.

Competitor Monitoring

Know the moment a competitor moves.

- Dashboard
- Competitor updates: websites checked daily
- Competitor list with history
- Competitor and market news
- Price history
- Email alerts

Monitoring + Intelligence

Understand the field and decide what to do.

- Everything in Monitoring

PLUS

- Full competitor profiles
- Compare and Your company
- Market insights
- Strategy with a 90-day plan
- The Monday brief by email
- Daily news and reviews

Up and running in minutes

1. Sign up
With your work email. No password to remember.

2. Confirm competitors
We suggest them from your website; add or swap any.

3. Invite your team
Everyone sees the same updates and research.

Start your free trial

See your own competitors in Competevo. Questions? Reach us through the contact form on our website.

Start free trial competevo.com

Competevo is a brand of LoomTech Ventures LLC