

## CHAPTER 14

### What now? - Velocity - Market Dominance and Competitive Warfare

<b>What</b>	Build a Weekly Competitive Intelligence System That Feeds Execution
<b>Why</b>	This step creates a real-time radar system that identifies openings before competitors see them.
<b>Background</b>	Competitive intelligence must be a system, not an annual exercise. The chapter mandates embedding it into Weekly Reviews.
<b>How</b>	<p>Add “Top 3 competitor moves” as a standing agenda item in Weekly Reviews.</p> <p>Require Sales, Marketing, and Product to report competitor friction points weekly.</p> <p>Map competitor Velocity Gaps—where they are slow in support, launches, pricing, or decision-making.</p> <p>Maintain a live Competitor Scorecard in your CRM to track loss reasons and win-rate trends.</p>
<b>What</b>	Launch Pre-Emptive Strike MVOs to Exploit Competitor Weaknesses
<b>Why</b>	This step forces the organisation into offensive posture and accelerates market capture.
<b>Background</b>	The chapter emphasizes that market leaders act before competitors finish moving.
<b>How</b>	<p>Identify one competitor friction point each month (e.g., slow onboarding, rigid pricing, outdated UX).</p> <p>Design a Minimum Viable Offer (MVO) that solves that exact pain point.</p> <p>Launch the MVO at 70% completeness to capture early adopters before competitors can respond.</p> <p>Pair the launch with a 90% follow-through discipline on feedback collection.</p>
<b>What</b>	Adopt a Blitzscaling Strategy for High-Value Opportunities
<b>Why</b>	This step builds the customer and data moat required for long-term defensibility.
<b>Background</b>	<p>The chapter states: “Prioritize market share over margin (initially).”</p> <p>This step ensures you win the land grab before optimizing efficiency.</p>
<b>How</b>	<p>Identify 1–2 strategic markets or segments where speed matters more than margin.</p> <p>Deploy aggressive pricing (freemium, low intro pricing) to acquire users and data quickly.</p> <p>Run controlled pricing elasticity tests to find the optimal upgrade path.</p> <p>Allocate disproportionate resources to these blitzscaling zones for 90 days.</p>



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<b>What</b>	Build Operational and Data Moats That Competitors Cannot Replicate
<b>Why</b>	This step creates barriers that make it extremely hard for competitors to catch up.
<b>Background</b>	The chapter highlights data moats and systemized service as the most durable competitive advantages.
<b>How</b>	Identify proprietary data you can collect that competitors cannot (usage patterns, customer workflows, industry benchmarks). Systemize exceptional service so it is delivered through processes—not individual heroics. Use operational speed (delivery time, onboarding time, support response time) as a marketing weapon. Document and refine these moats quarterly through Strategic Audits.

<b>What</b>	Create a Predator Culture That Rewards Speed, Counter-Action, and Learning
<b>Why</b>	This step embeds competitive aggression into the organisation's DNA.
<b>Background</b>	The chapter states that competitive warfare is won by the organisation that sustains the highest pace of execution.
<b>How</b>	Reward teams for spotting and exploiting competitive weaknesses. Decentralize counter-action: empower Sales, Marketing, and Customer Success to respond to competitor moves without executive approval.  Conduct After-Action Reviews after every competitive move—yours and theirs. Celebrate speed, experimentation, and decisive action over perfection.

<b>Closing Thought</b>	It builds a company that anticipates competitors, attacks their weaknesses, captures market share aggressively, and reinforces its position with data and operational moats.
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