



STRATEGIC INTELLIGENCE PLATFORM

Strategic reasoning you can **verify**.

Phaneros delivers decision-grade market, competitive, and due-diligence analysis in minutes instead of weeks. Transparent, traceable, and built for making better decisions under accelerating uncertainty.

Minutes, not weeks

Query to insight in minutes. First-pass research that used to take weeks, delivered before your next meeting.

Fraction of consulting cost

Replace \$50K–2M consulting engagements with on-demand strategic analysis at a fraction of the price.

Supercharge your analysts

Give your team the power of a full research function without the outsourcing or overhead cost.

WHAT PHANEROS DOES

It replaces the slow lag of consulting and manual data gathering with **on-demand, automated strategic intelligence**. Your team frames the question; Phaneros runs the research and returns insights you can trust.

WHY IT HOLDS UP

Deep, sourced reasoning

Multi-step analysis grounded in public filings, market data, and primary sources, not summaries of summaries.

Relational Strategic Reasoning

Each analysis maps a target's competitors, suppliers, and value-chain exposure — not just its own numbers.

Traceability across all research

Open cited claims to see exactly where the data came from. No black box, no guesswork.

Built to minimize hallucination risk

Sourced reasoning and adversarial architecture surface and flag uncertain claims.

FRAMEWORKS BUILT IN

Porter's 5 Forces

7 Powers

SWOT

Portfolio Analysis

Trend Analysis

Diligence

M&A Target Search

Competitive Map

+ 14 more

BUILT FOR

Strategy

Corporate Development

Sales

Product

Finance

Procurement

Engineered for enterprise-grade data privacy and security.

[Start at beta.phaneros.ai](https://beta.phaneros.ai)

or request access: beta.phaneros.ai/get-access

Based on *Fatal Abstraction* by founder Michael Nichols — Emerald Publishing, August 2026



22 Skills. 7 Categories.

Select a skill in Rapid Research mode to shape the analytical framework. Each skill is optimised for a specific strategic question type. Document Review skills require a PDF attachment.

STRATEGY FRAMEWORKS

Porter's Five Forces

Diagnose the structural forces shaping industry profitability and where your position is defensible or exposed

Query: Delta Air Lines

7 Powers

Identify which competitive advantages will compound over time and which will erode under pressure

Query: Spotify

SWOT

Surface the internal and external factors that most determine your strategic options right now

Query: Peloton

Portfolio Analysis (BCG Matrix)

Prioritize where to invest, hold, harvest, or exit across a portfolio of businesses or products

Query: Unilever — assess the brand and business-unit portfolio

Jobs to Be Done

Understand what customers are actually hiring your product to do and where the real switching risk lives

Query: Notion — what job are customers hiring it to do?

PESTEL

Map the macro forces shaping your operating environment before they become surprises

Query: TikTok — U.S. operating environment

Business Model Canvas

Stress-test how your business creates, delivers, and captures value across every key element

Query: Stripe

DILIGENCE

Startup DD

Systematic assessment of team, market, model, and risk for early-stage investment decisions

Query: Mistral AI — early-stage venture diligence

Commercial DD

Verify business model coherence, revenue quality, competitive position, and customer logic before committing capital

Query: Adobe — Figma as an acquisition target

R&D Commercialization DD

Assess whether a technology can cross the gap from lab to market and on what timeline

Query: Commonwealth Fusion Systems

VC Scorecard

Rapid structured evaluation of an opportunity against your investment thesis and fund criteria

Query: Anthropic — evaluate as a venture investment against fund criteria

Supplier Risk

Map concentration, dependency, and failure risk across your supply chain before it becomes a crisis

Query: Toyota — map battery supplier concentration and failure risk

Name the company and supply chain segment

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Market, Target & Review Skills

Continued from the previous page. Document Review skills require a PDF attachment.

MARKET & COMPETITIVE INTEL

Competitive Map

Build a structured picture of who you're competing against, on what dimensions, and where the battlefield is shifting

Query: U.S. residential solar installer market

Trend Analysis

Identify the signals that will reshape your market before they become consensus — and what they mean for your position

Query: Generative AI in enterprise software

Product Competitive Intel

Map where your product leads, lags, and is exposed against named competitors — know the objection before the buyer raises it

Query: Apple iPhone 15 Pro vs Samsung Galaxy S24 Ultra — specs and value proposition

Lead with the reference entity, then name competitors and comparison dimensions

TARGET SEARCH

Startup Target Search

Identify and prioritize early-stage acquisition or investment targets by structural fit to your thesis

Query: Seed/Series A startups in AI-driven drug discovery, for a CVC seeking platform bets

M&A Target Search

Find non-obvious acquisition candidates by strategic similarity and value chain position, not just keyword search

Query: Industrial filtration targets with aftermarket recurring revenue, for a strategic acquirer

DOCUMENT REVIEW

PDF REQUIRED

Earnings Call Review

Extract what management said, what they avoided, and what the numbers actually show — anchored to primary filings

Query: Nvidia Q3 FY2025 — attach the transcript PDF

10-K / Annual Report Review

Surface the strategic signal buried in regulatory disclosures that most readers miss

Query: Ford Motor Company 2024 10-K — attach the filing PDF

PROCUREMENT

Purchasing Chessboard

Read the power balance between buyer and supplier for a spend category and prescribe the levers that fit — including how the supplier will counter

Query: Unilever — palm oil procurement, buyer's POV
Specify spend category and POV (buyer or supplier)

THESIS REVIEW

Strategic Thesis Assessment

Test whether your strategic thesis is coherent, defensible, and grounded in evidence — before you bet the business on it

Query: Disney's streaming-first strategy — pressure-test the thesis

Innovation Thesis Assessment

Evaluate whether an innovation initiative is solving a real problem in a way that creates durable value

Query: Amazon's bet on generative-AI shopping agents