

THE AUDIT

The Existing Market Problem Audit

Before you can escape the market's framing, you have to map it. Audit how every player names the problem today, so you can see the crowded center you're leaving.

COLLECT How the market frames the problem

List the players who matter in your market, the problem each one names (use their homepage words, not yours), and the solution frame they attach to it. Include the incumbent everyone defers to.

#	PLAYER	THE PROBLEM THEY NAME (THEIR WORDS)	THEIR SOLUTION FRAME
01			
02			
03			
04			
05			
06			
07			

CLUSTER Find the consensus

THE CONSENSUS PROBLEM – WHAT NEARLY EVERYONE SAYS (THE TABLE STAKES FRAMING)

Don’t compete. Create the conditions to win.





THE AUDIT · PAGE 2

Crowded, contested, absent.

The market's framing has a shape: a crowded center everyone repeats, contested edges, and silences. Name each, then carry the center into the Compass.

SORT Crowded, contested, absent

Sort what you collected into three piles. The third pile is where categories come from.

EVERYONE SAYS IT (CROWDED – TABLE STAKES)

SOME SAY IT (CONTESTED – NO ONE OWNS IT YET)

NO ONE SAYS IT (ABSENT – THE SILENCE WORTH INVESTIGATING)

OUTPUT The crowded center

One sentence. This becomes the sun at the center of your Compass (Part 2).

THE CORE PROBLEM THE MARKET ALREADY NAMES

Don't compete. Create the conditions to **win**.

