N° 002 · MESSAGING GAP RESEARCH · 14-DAY REPORT · FOR B2B PMM LEADERS

Strategic positioning intel *your PMM team can't get to.*

In 14 days we run a forensic triangulation across **8–12 competitors** in your category — ads, changelogs, product reality, user sentiment — and ship the Messaging Gap Report your team can take straight to the CMO.

Book a 15-min fit call → · Read a sample report ↓

★ 14-DAY DELIVERY · $4,500 FOUNDER-TIER (FIRST 3 CUSTOMERS) · FOUNDING RATE ENCLOSED · MESSAGING GAP GUARANTEE INCLUDED

SAMPLE MATRIX ROWS — FROM THE PUBLISHED REPORTS

"The AI native platform for modern security teams." · MGR-002 · identity security · hero claim · VAGUE

"Streamlined for developers" — but U stop setup in docs. · MGR-002 · project management · onboarding claim · GAP

NO. 01 / THE PROBLEM ★

Why PMM keeps falling behind on *positioning.*

Your category has 8–12 competitors all claiming the same buzzwords. Your PMM team is buried in sales-deck support, **not running the category-positioning research** that should be their actual job.

/ #1 · TACTICAL DRIFT

83%

OF CI/PMM PROS USE AI

to generate battlecards or summarize competitor activity — **accelerating the commoditization** of tactical CI work.

KLUE · AI IN COMPETITIVE INTELLIGENCE REPORT 2026

/ #2 · STALEMATE

45-day

MEDIAN BATTLECARD STALENESS

before the next competitor messaging shift outpaces the in-house update cycle (**90–120 days** at companies without automation).

CRAYON · STATE OF COMPETITIVE INTELLIGENCE 2025

/ #3 · SIGNAL COLLAPSE

73%

OF B2B BUYERS

actively avoid suppliers who send irrelevant messaging — and your category's **signal-to-noise ratio is decreasing every quarter.**

GARTNER · B2B BUYER SURVEY

> Tools produce data. *This produces judgment.*
>
> NO. 02 / WHAT YOU GET

NO. 02 / WHAT YOU GET ★

One bound document. *20–30 pages.*

Six artifacts. One forensic frame. Every claim cited, every verdict timestamped, every recommendation defensible.

Built around your category, not a template. Every section ships with sourced evidence, dated capture, and a verdict. **Take it straight to your CMO, board, or quarterly category review.**

Deliverable / 01

The Reality vs. Rhetoric Matrix

We map 8–12 competitors' marketing claims against verifiable product evidence. Every row cross-referenced against changelogs, docs, ad copy, reviews, and status pages. Tagged **Proven**, **Vague**, or **Gap**.

Same signature artifact as the Competitive Proof Sprint, expanded category-wide.

Deliverable / 02

Strategic Anxiety Heatmap

A Noise-vs-Stakes 2×2 plotting every competitor in your category. Shows the commodity zone where buzzword overlap is destroying CPM efficiency, and the high-stakes territory where focused messaging wins.

Borrowed verbatim from the published identity security report.

Deliverable / 03

Bifurcation Point Framework

Identifies the two or three competing narratives your category is splitting between. Lets your team pick the side that fits your actual strengths instead of straddling and diluting both.

Geoffrey Moore category-creation thinking, applied to messaging.

Deliverable / 04

Differentiation Opportunities

For each of your strongest claims, three concrete differentiation angles ranked by defensibility. For each weakest area, the specific competitor messaging you can defuse with evidence.

Deliverable / 05

Tactical Execution Model

A documented version of the 4-source methodology — ad surveillance, historical drift, product reality, sentiment — so your team can rerun the analysis on new competitors or new quarters internally.

Deliverable / 06

Evidence Repository

Notion or Google Drive workspace with every source URL, screenshot, and capture date. Plus a 60-minute recorded Loom walkthrough — your internal evangelism tool.

Years permanently, no recurring fees.

NO. 03 / HOW WE WORK ★

Fourteen days. Four phases. *Async-first.*

Total buyer time commitment: **≈2.5 hours.** 60-minute kickoff, 30-minute mid-sprint check-in, 60-minute delivery walkthrough. Everything else is async on our side.

DAY 0 · PHASE 0 OF 4

Kickoff & scoping.

PRINCIPLE — PROCESSES DISPOSING

60-minute kickoff call. Lock the competitor list (typically **8–12**), share your existing positioning + any prior research, identify the **2–3 most contested category narratives**.

> *"Define the category before you analyze the players."*

DAYS 1–7 · PHASE 1 OF 4

Forensic triangulation.

PRINCIPLE — EVIDENCE TRIANGULATION

Four evidence layers: **LinkedIn Ads Library + Meta Ads Library surveillance, Wayback Machine historical drift, product changelogs / release notes / docs review, sentiment mining** (G2, Capterra, Reddit, HN, Trustpilot). Every claim tagged with source, date, and verdict.

> *"No source, no claim. Every row ships with a timestamp."*

DAYS 8–11 · PHASE 2 OF 4

Synthesis.

PRINCIPLE — PATTERN RECOGNITION

Reality vs Rhetoric Matrix assembled. Strategic Anxiety Heatmap plotted. Bifurcation Point identified. Differentiation Opportunities derived from **actual data, not founder hypothesis**.

> *"Most positioning fails because it's built on assumptions. This fails only by being built on evidence."*

DAYS 12–14 · PHASE 3 OF 4

Draft, review, deliver.

PRINCIPLE — WIDE REVERSAL

Draft sent for **24-hour async review.** Final report + Notion/Drive handoff + 60-minute recorded walkthrough. Under 20 verified messaging gaps? **Half your fee comes back.** Our full research lifecycle, quality control, and ethics framework is published openly.

> *"You leave with the report in one tab and your next category review in the next."*

20+	8–12	4	24–36 mo
VERIFIED GAPS PER REPORT (MINIMUM)	COMPETITORS TRIANGULATED	EVIDENCE LAYERS CROSS-REFERENCED	AI-DEFENSIBILITY WINDOW FOR THIS DELIVERABLE SHAPE

> *The premium B2B brands aren't louder. They're better triangulated. While competitors recycle each other's buzzwords, the differentiated brand cites evidence.*

NO. 04 / STUDIES ★

What a Messaging Gap Report *actually looks like.*

Two reports have been published openly. Both demonstrate the methodology, the artifact shape, and the level of evidence depth. **Read either to see exactly what's delivered.**

RBK-MGR-2026-001 · IDENTITY SECURITY

CATEGORY — IDENTITY SECURITY · **20+ PAGES**

The 2026 Identity Security Messaging-Product Gap Report.

Published on rubikn.com. Full report PDF available below.

A forensic teardown of **Saviynt, ConductorOne, Apono, Nudge Security**, and others. Includes the Reality vs Rhetoric Matrix, Strategic Anxiety Heatmap, Bifurcation Point Framework, and Tactical Execution Model in their full form. Written for CMOs facing budget pressure and category-messaging differentiation.

READ THE FULL REPORT →

RBK-MGR-2026-002A · HEAD-TO-HEAD

CATEGORY — PROJECT MANAGEMENT · **18+ PAGES**

Atlassian Jira vs Linear — messaging, sentiment, product strategy.

Published on rubikn.com.

A two-company head-to-head category comparison demonstrating the methodology applied to project management software. Triangulates LinkedIn ad messaging, product release notes, Reddit/HN community sentiment, and G2/Capterra reviews to expose **where each company's marketing rhetoric exceeds product reality**.

READ THE FULL ANALYSIS →

READ THE FULL STUDIES ARCHIVE →

NO. 05 / FIT ★

Is this *right for you?*

A report costs us three weeks of **undivided attention**. We're careful about who we run them for.

VERDICT · YOU'LL GET VALUE, IF –

Your category is noisy, your differentiation isn't landing.

- You're **Director, Head, or VP of Product Marketing** at a B2B software company $5M–$50M ARR.
- Your category has **8+ direct competitors** all claiming similar AI / platform / automation buzzwords.
- Your PMM team is **buried in tactical sales-deck work** and can't get to strategic positioning research.
- You need a **defensible positioning artifact** to brief your CMO, executive team, or board.
- You're a CMO at a **sub-$10M ARR** company without a PMM and want the strategic intelligence yourself.
- You're a founder in a saturated category who **personally owns positioning**.

VERDICT · YOU'LL SKIP, IF –

The methodology won't compound from where you are.

- You want a sales-team battlecard (the **Competitive Proof Sprint** is for that).
- You want creative work — copywriting, brand identity, homepage design (**we don't do those**)
- Your category has **fewer than 5** active competitors.
- You're **pre-PMF or pre-revenue**.
- You want a 40-page deck to file away unread.
- Decision-makers **won't actually read** the deliverables.

NO. 06 / THE MESSAGING GAP GUARANTEE ↗

Half-refund. *No bad-faith fine print.*

If the delivered report doesn't surface at least 20 verifiable messaging-product gaps across your competitor set and 3 specific differentiation angles your team can deploy this quarter — half your fee comes back. Keep what we shipped.

The published reports already exceed both thresholds. The Identity Security report alone surfaced **25+ gaps and 4+ differentiation angles** across four named competitors. Twenty is the floor, not the target. The half-refund (not full) reflects the research time already invested if your category is unusually clean — but most categories have layered, exploitable rhetoric gaps that emerge once the four-source triangulation runs.

WG · GUARANTEE

20+

GAPS · OR HALF REFUND

"The floor, not the target."

> "The work itself *is the credential.*"
>
> WHO RUNS THE REPORT

WHO RUNS THE REPORT ▪

Abdullah Alomar.

FOUNDER · RUBIKN (ULMAZ LLC, DELAWARE)

I run **forensic messaging-gap research** for B2B software companies in saturated categories. The methodology draws on three traditions PMMs already know — empirical brand science (Byron Sharp, Ehrenberg-Bass, Binet & Field), Jobs-to-be-Done (Christensen, Moesta), and behavioral economics (Berger, Cialdini, Geoffrey Moore category creation).

Every report follows the published research lifecycle, quality control, and ethics framework. No source, no claim — every row ships with a date and a citation.

If you've read either lighthouse report and the methodology speaks to you, **the 15-minute fit call is the next step**.

LINKEDIN ↗ · METHODOLOGY & QUALITY ↗ · CASE STUDIES ↗

NO. 07 / INVESTMENT ▪

How much does it cost?

One report. Fixed scope. No surprises.

Pricing reflects the methodology's depth without enterprise overhead. Three tiers, one add-on, one bundle. **50% upfront, 50% on delivery.**

How does this differ from the Competitive Proof Sprint? ×

Same forensic methodology, different output and buyer. The **Competitive Proof Sprint** produces 3 sales battlecards + positioning brief for VP Sales / Sales Enablement teams in 10 days for $4,500–$7,500. The **Messaging Gap Report** produces a 20–30 page strategic positioning artifact for Director/Head of PMM in 14 days for $4,500–$8,000. Same evidence base. Same Reality vs Rhetoric Matrix. Different deliverable format optimized for marketing-leadership consumption vs sales-enablement consumption.

Can I buy both? +

How is this different from a positioning workshop (FletchPMM, Punchy, April Dunford)? +

Why $6,500? +

Why 14 days vs the 10-day Competitive Proof Sprint? +

Do you sign NDAs? +

How do you handle sensitive competitive data? +

What happens after the 14 days? +

Can you customize the scope? +

PRICING · EFFECTIVE 2026

$4,500 — FOUNDER TIER
● 2 OF 3 SEATS REMAINING
Same deliverables, in exchange for case study rights. Reserved for the first 3 customers — pricing returns to standard after.

$6,500 — STANDARD
Post-founding default. 14-day delivery · 8–12 competitors · Full report + matrix + heatmap + framework.

$8,000 — EXTENDED
Standard + a 60-min follow-up advisory call at +30 days post-delivery.

+$1,500 — BATTLECARD ADD-ON
Three one-page sales battlecards derived from the report. By request.

$9,500 — BUNDLE — REPORT + BATTLECARDS
Both deliverables. Save $1,000 vs buying separately.

EVERYTHING IN THE REPORT

- Reality vs Rhetoric Matrix across 8–12 competitors
- Strategic Anxiety Heatmap (Noise vs Stakes 2×2)
- Bifurcation Point Framework (category narrative)
- Differentiation Opportunities (3+ ranked angles)
- Tactical Execution Model (4-source documentation)
- Evidence Repository (Notion/Drive, permanent)
- 60-min Kickoff + 60-min Recorded Walkthrough

PAYMENT	TIMELINE
50% upfront · 50% on delivery	14 business days, kickoff to handoff
GUARANTEE	**NDA**
20+ gaps & 3 angles — or half back	Mutual NDA before kickoff

Start your Messaging Gap Report →

— or book the 15-min fit call first.

NO. 08 / NEXT STEP ▪

See if a report is *the right move.*

A 15-minute call. We assess your category's saturation level, confirm fit, and outline exactly what you'd receive in 14 business days. **If it's not a fit, we'll tell you on the call.**

The fit call is a real diagnostic, not a sales pitch. You'll leave with a quick read on whether your category has the public surface area the methodology requires — and which 8–12 competitors we'd plot first.

Book a 15-min fit call → · Request a sample report →

— Reflect inside one business day. No sales pitch ambush on the fit call.

Rubikn

A small competitive intelligence firm. We run 10-day Proof Sprints and 14-day Messaging Gap Reports for B2B SaaS companies who'd rather ship evidence than rhetoric.

contact@rubikn.com

SERVICES
- Competitive Proof Sprint
- Messaging Gap Report
- Research & Intelligence
- Strategy & Positioning
- ICP & Go-to-Market
- Growth Diagnostic & Advisory
- Offer & Conversion
- Branding

METHODOLOGY & QUALITY
- Research Lifecycle
- Quality Control
- Ethics

CONNECT
- Articles
- Studies
- About Us
- Contact Us
- LinkedIn

© 2026 Rubikn Research Co.

Privacy · Terms · Cookies