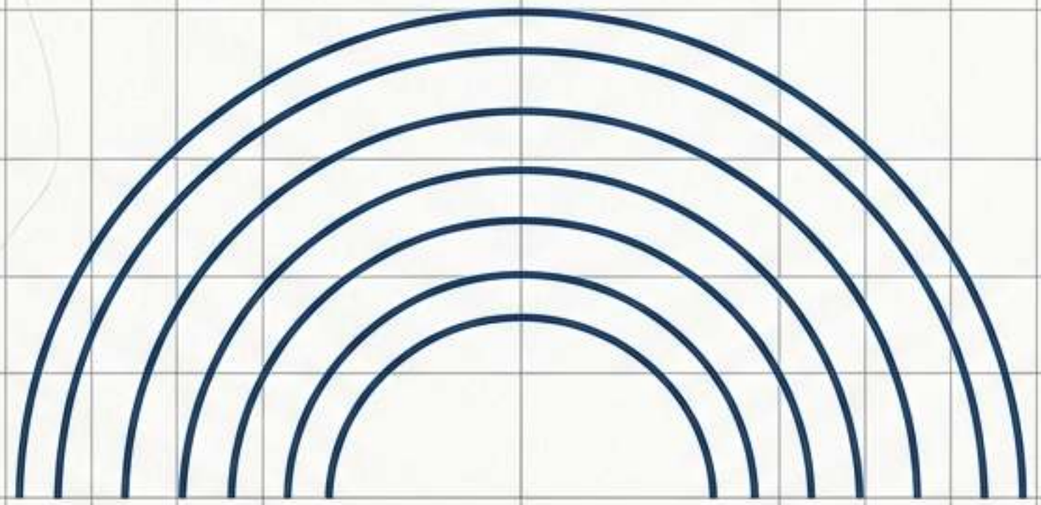


The Main Street Edge

Corporate-Grade Competitor Intelligence, Delivered Daily.

What changed. Why it matters. The move to make.

NotebookLM



Data Ticket 1

[Price Dropped 15%]

Data Ticket 2

[7 New Jobs Posted]

Data Ticket 3

[Supply Recall Issued]

Your competitors made a move last night.

All of it is public. All of it is knowable. Almost none of it will **reach you in time**.

You don’t lack intelligence; you lack time. No owner has three hours a morning to scrape review boards, local news, and pricing pages.

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Intelligence optimized for the inbox, not the boardroom.

The Old Way	The MyIntelBrief Way
Target: Fortune 500 & Big Budgets	**Target:** Main Street & Small Business
Delivery: Complex Analytics Dashboard	**Delivery:** One-Page Morning Email
Operator: Dedicated Full-Time Analyst	**Operator:** You (over your first coffee)
Output: Raw Data & Charts	**Output:** What to do today (Concrete Actions)
Cost: $20,000+ / Year	**Cost:** From $79.99 / Month

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5 Minutes. 3 Questions. 1 Clean Page.

Dashboards are where good intentions go to die.



1. The Signal

GreenBlade Outdoor raised prices on 3 core services.

2. The Context

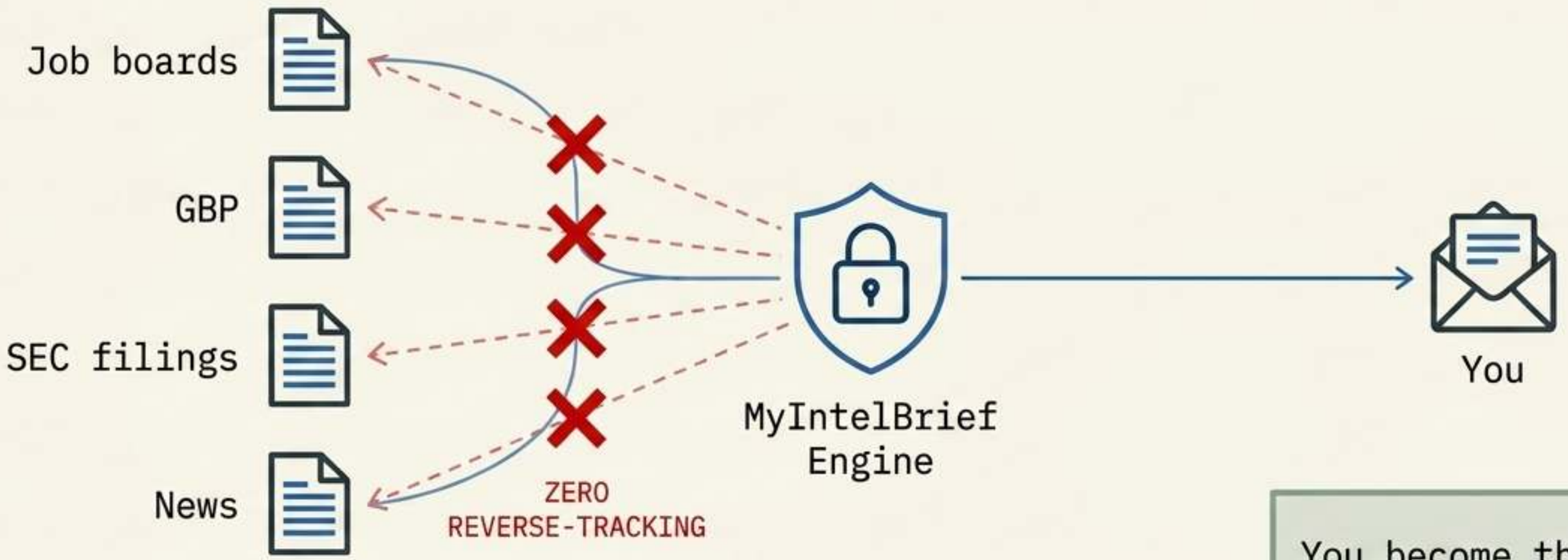
Why it matters: Third hike this year; chasing margin, not share.

3. The Move

Hold your Weekly Mow at $47 and add “locked-in pricing” line to quotes.

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The Quiet Superpower: Invisible Intelligence



Built by a career intelligence professional. The system reads only what is public. There is no contact, no pinging their internal systems, and no trace back to you.

You become the best-informed operator in your market.

They never know how.

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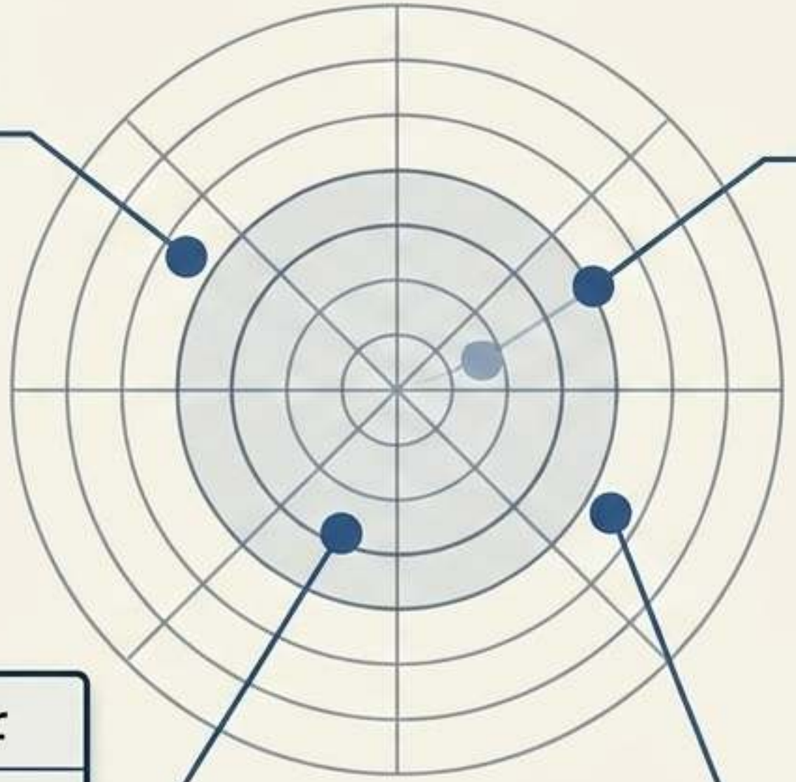
Pillar I: Market & Momentum (Offense)

New Entrants

Catch new competitors before the ribbon-cutting.

Expansion & Closure

Track hiring sprees (growth) or closures (scoop their customers).



Local Disruption Radar

Anticipate road closures, conventions, and foot-traffic bottlenecks up to two months out.

49-Point Heatmap

See exactly where you rank locally on Google vs. the competition on a 7x7 grid.

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Pillar II: Cost & Risk (Defense)



Input Cost Trends

Track the exact materials you buy (copper, beef, cloud servers). Know exactly when to lock in pricing before spikes.

Product Recalls

Immediate FDA/USDA/CPSC alerts on the exact products you use—before they reach a customer or patient.

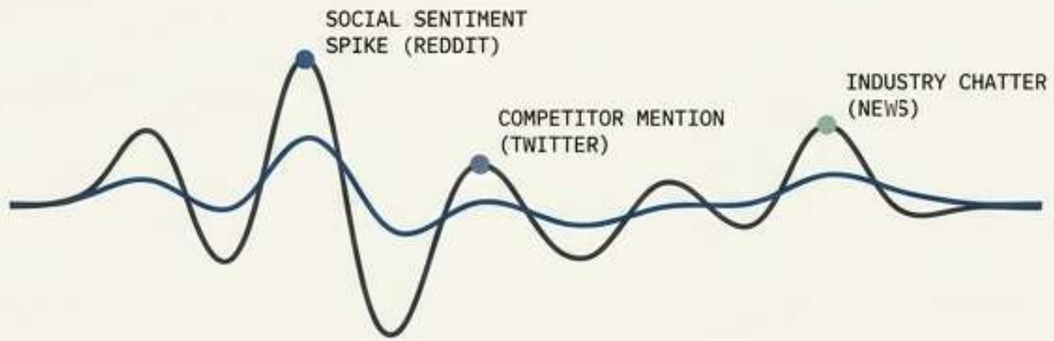
SEC & Earnings Files

Distilled financial signals and material disclosures for publicly traded rivals.

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Pillar III: Brand & Perception

The Market



- **Word on the Street**

  Reddit/Social sentiment and review themes (going beyond simple star counts).

- **Website & Profile Changes**

  Catch quiet price changes, new guarantees, or altered hours on Google Business Profiles.

You



- **Reputation Mirror**

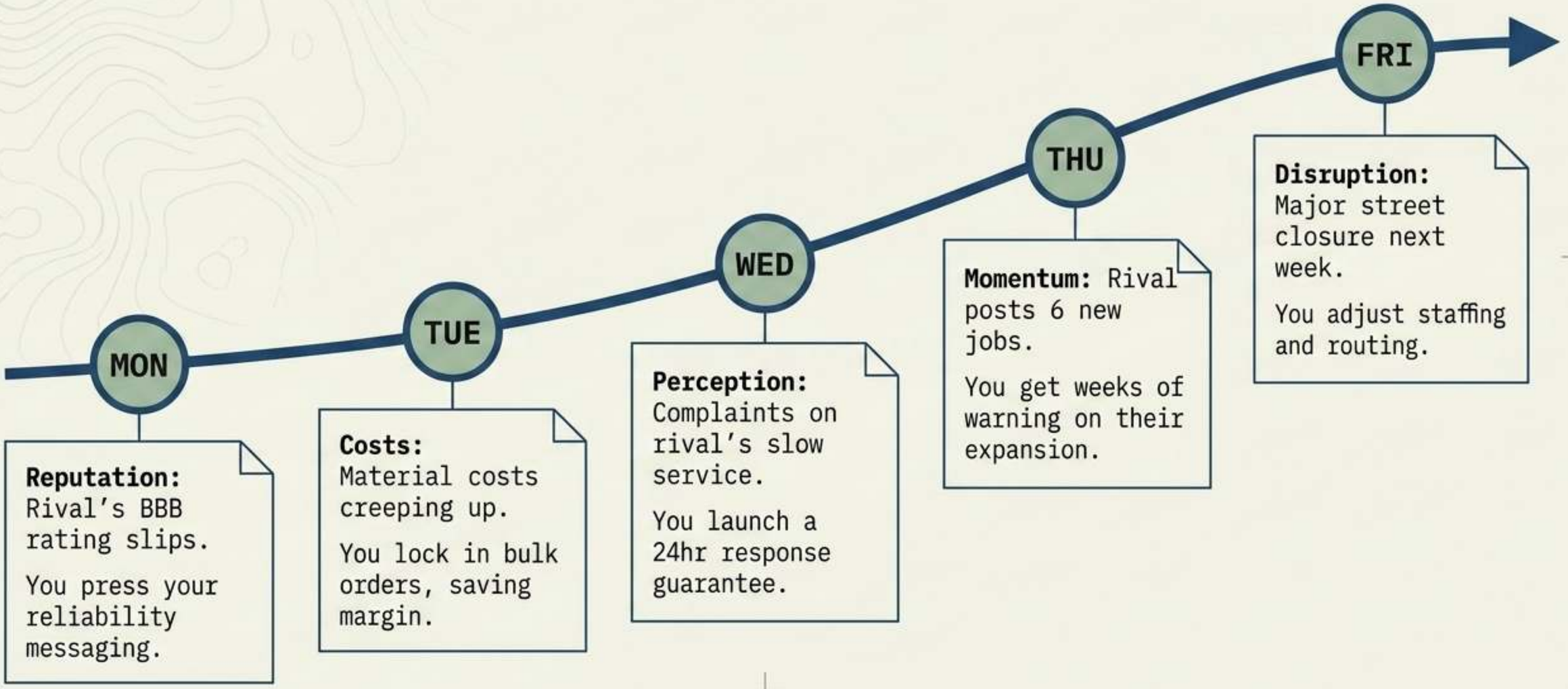
  Brutally honest tracking of your own blind spots so you can fix them before they escalate.

- **BBB Fluctuations**

  Instant alerts when a rival's trust rating slips or climbs.

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A Week in the Life of a Brief



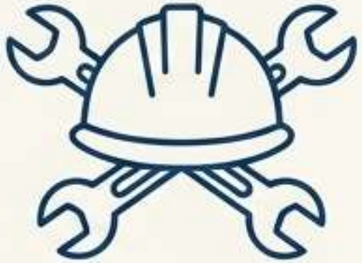
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Purpose-Built for Every Operator



The Restaurant

Knows when ingredients spike and local events block street access.



The Contractor

Catches safety recalls on installed components; spots rival hiring sprees.



The Med Spa

Tracks critical FDA device recalls (liability/safety) and local price undercutting.



Multi-Location

Manages 5 separate markets through one centralized 5-minute daily scout.

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The Hidden Business: White-Label Reselling



For consultants, agencies, and fractional CMOs. Put your logo on our engine. Deliver a proprietary, high-touch daily briefing to your clients. You set the price, you keep the margin. The product runs itself.

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