Announcements and facts — materialisation rate by competitor

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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14 announcements from the previous quarter, followed to their end · fictional document

Fictional document — demonstration example
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Fictional document, produced for the demonstration. **The materialisation rate measures what a competitor's announcements are worth: the share of what it announced that actually happened, within the announced timeframe.** No single announcement can supply that.

What became of the previous quarter's 14 announcements

Outcome	Volume	Verified through
Materialised within the announced timeframe	**6**	Register, catalogue observation, third-party publication
Materialised late	3	Same sources, at a later date
Nothing observable to date	**5**	**No public trace after the announced deadline**

By competitor — what each one's word is worth

Competitor	Announcements tracked	Materialised	Average announcement → fact lag
Competitor D	5	**4**	**2.5 months — announces late, delivers**
Competitor B	3	2	4 months
Competitor A	2	2	3 months
Competitor G	4	**1**	**Announces early and broadly — to be read as communication**

The four sources that produce a confirmable fact

Source	Why it is independent	Example this quarter
Official publications and registers	They exist whether the competitor wishes it or not	New establishment created
Third-party publications that commit the third party	**The third party puts its own word on the line**	A buying group announcing its listing
Public catalogues and price lists observed at two dates	**A gap between two observations is a fact; a single reading is only a snapshot**	**Two lines withdrawn**
Job adverts	**Published to be read by candidates, not by you**	**Two new units flagged before any press release**

> **The agent calls no announcement a bluff.** An abandoned project and a project announced too early are indistinguishable from outside. **The materialisation rate says the same thing, better, because it is dated and quantified.**

Proposed use: one sheet per competitor, kept continuously, with its materialisation rate and its average lag. **Sales management walks into a meeting knowing whether the announcement the customer has just quoted has a one-in-five or a four-in-five chance of existing.**

For the company to decide

Update frequency for competitor sheets: ______

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