

The Surgical Brief

A sample Augur intelligence output

Analysis of a hypothetical market-entry decision: whether to commit \$4.2M to adjacent industrial automation within a 90-day window, given three converging signals.

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sen@ituy.ai · ituy.ai

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Should the board approve market entry into adjacent industrial automation?



OPEN WINDOW

68% MODERATE

Composite score weighted across six opportunity dimensions.
Confidence reflects data freshness and source triangulation.

01 Decision Question

Should the board commit \$4.2M to enter adjacent industrial automation within 90 days? Two incumbents are frozen mid-restructure and new EU directives favour certified new entrants. Delay beyond Q2 risks doubling the cost of entry.

02 Strategic Rationale

Three signals converge: demand surge (+23% YoY), two of four incumbents frozen mid-restructure (SEC filings), and new EU Machinery Regulation favouring digital-native compliance. Unmet demand exceeds supplier capacity by ~\$800M globally.

03 Board Ask

Phase 1: \$1.8M pilot (60 days) targeting three anchor clients. Gate review at day 45. Phase 2: \$2.4M scale commitment contingent on pilot conversion $\geq 40\%$. Total exposure capped at \$1.8M until gate clearance.

04 Recommendation

Conditional approval. The window is real but narrow — act within 90 days or the cost of entry doubles. Gate the financial commitment, not the decision itself. Maintain a disciplined exit at the 45-day gate.

Three signals converge toward a single entry corridor

Demand Surge

+23% YoY

Industrial automation spending has accelerated to 23% year-over-year growth, driven primarily by three verticals: packaging, logistics, and pharmaceutical manufacturing. These three sectors account for 68% of all new RFPs issued in the past two quarters. Unmet demand now exceeds current supplier capacity by approximately \$800M globally, creating a significant whitespace opportunity for new entrants with certified solutions. The growth is structural, not cyclical — driven by labour shortages and reshoring mandates rather than inventory cycles.

Source: Augur market-signal engine (134 data points, Q4 2025–Q1 2026)

Competitor Paralysis

12–18 mo.

Two of the four market incumbents are currently mid-restructure, confirmed via SEC filings and corroborated by board-level intelligence. Neither firm is expected to launch new products before Q3 2027 at the earliest. The remaining two incumbents hold legacy product lines with compliance gaps under the new EU regulation. This creates a 12-to-18-month window where competitive intensity drops to its lowest level in a decade. First movers who enter now face approximately 40% less resistance on pricing and channel access than the historical average.

Source: SEC filings, board-level HUMINT, Augur competitive tracker

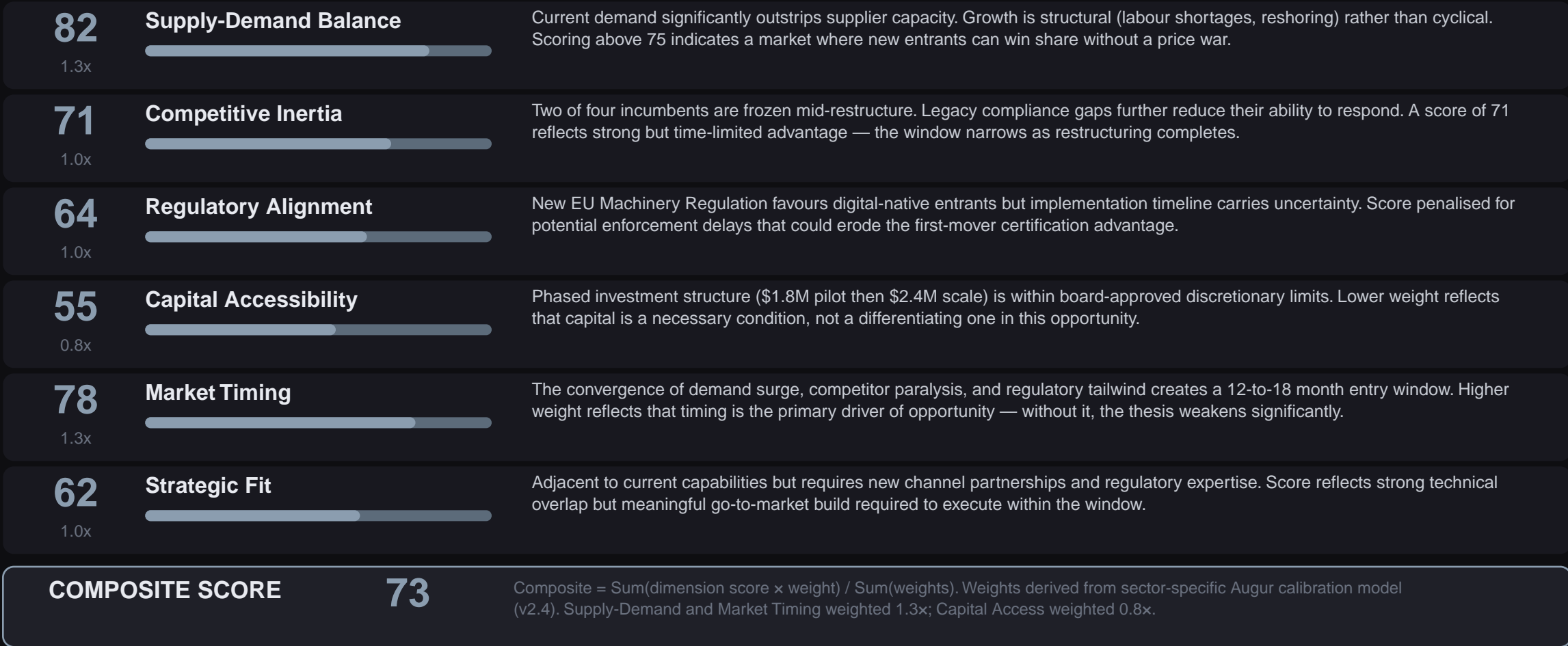
Regulatory Tailwind

9 mo. edge

EU Machinery Regulation 2023/1230, effective January 2027, introduces digital-native compliance requirements that structurally favour new entrants over legacy manufacturers. The certification backlog at notified bodies means early filers gain a nine-month head start over companies that must re-certify existing product lines. This is a one-time regulatory arbitrage opportunity — once the backlog clears, the advantage disappears. Early movers also benefit from priority access to the three largest notified bodies in Germany and the Netherlands.

Source: EU Official Journal, notified body capacity analysis, Augur regulatory module

How strong is the opportunity across six weighted dimensions?



What conditions would reverse this recommendation?

CONDITIONAL GO

Proceed to Phase 1 subject to the trigger conditions below

Trigger Conditions

Any of these would reverse recommendation to NO-GO

Competitor Recovery

If either incumbent announces a product launch before Q3 2027, the cost advantage collapses. Highest-impact trigger. Monitor via quarterly SEC filing review.

Regulatory Reversal

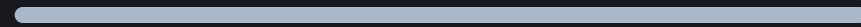
If EU Machinery Regulation implementation is delayed beyond January 2027, the certification advantage erodes to zero. Monitor via Official Journal and notified bodies.

Demand Correction

If automation spend growth drops below 12% YoY in the next two quarters (from 23%), the demand thesis weakens below viability. Track via monthly RFP volume.

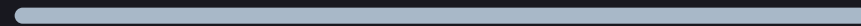
Confidence Breakdown

Market data (automation spend)



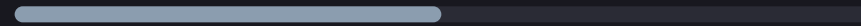
STRONG

Competitor intelligence (SEC)



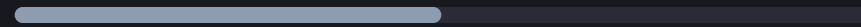
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Regulatory analysis (EU)



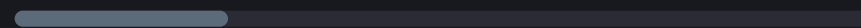
MODERATE

Client pipeline signals



MODERATE

Internal readiness assessment



LIMITED

90-DAY REVIEW CHECKPOINT

Mandatory board review at Day 45 (gate) and Day 90 (go/no-go). Augur refreshes all dimensions and recalculates composite score.