

Product Feature Defensibility

How Might We Statement: A product team generating ideas to combat a competitor's new AI features.

Brainwriting Round	Idea 1	Idea 2	Idea 3
Round 1	Integrate open-source LLM for basic chat	Build custom analytics dashboard tracking AI usage	Partner with specialized AI API provider
Round 2	Pre-train model on our proprietary customer data	Add predictive alerts to the analytics dashboard	Negotiate bulk volume pricing with AI API vendor
Round 3	Use custom analytics feedback loop to fine-tune the LLM chat answers	Offer AI chat as a premium add-on to high-volume accounts	Use custom analytics feedback loop to fine-tune the LLM chat answers
Round 4	Acquire a niche AI startup to fast-track development	Open-source our core dashboard code to capture developer mindshare	Acquire a niche AI startup to fast-track development
Round 5	Integrate open-source LLM for basic chat	Build custom analytics dashboard tracking AI usage	Partner with specialized AI API provider
Round 6	Pre-train model on our proprietary customer data	Add predictive alerts to the analytics dashboard	Negotiate bulk volume pricing with AI API vendor