

Navalia

Product Description

Evidence-backed market and competitive intelligence: executive clarity first, analyst workflow second.

Navalia · September 2026 edition

AUDIENCE

Part 1: CEOs and business leadership. Part 2: market and competitive intelligence leaders and analysts.

EDITION

September 2026

KEY TERMS

Story, Watch, Dossier, Open Question, Daily Brief, Watch Brief, Workspace Brief, Evidence, Sources, Assumptions, Review Status

POSITIONING

Navalia is a decision-intelligence workspace for market and competitive intelligence teams. It narrows broad information flows to the stories that matter to a specific workspace, preserves the evidence and uncertainty behind each story, lets analysts watch developments and organize them into living dossiers, and turns that work into executive-ready briefs — without presenting AI output as certified market truth.

CONTENTS

What this document covers

Part 1 — CEO & Business Leadership View 3

1.1 What Navalía Is 3

1.2 The Offering 3

1.3 Business Benefits..... 4

1.4 Typical Use Cases 5

1.5 Commercial Offering 6

1.6 Designed to Support Judgment, Not Replace It 6

Part 2 — Market & Competitive Intelligence View 7

2.1 Where Navalía Fits 7

2.2 Core Components 8

2.3 Operating Model 8

2.4 Relevance and Story Quality 9

2.5 Evidence, Uncertainty and Review..... 9

2.6 From Story to Deliverable 10

2.7 Implementation Path 11

HOW TO READ THIS DOCUMENT

Part 1 is written for the CEO and business leadership: what Navalía is, what it offers and the value it creates. Part 2 is written for market and competitive intelligence leaders and analysts: where Navalía fits, how the workflow operates, and how evidence, relevance and briefing work in practice.

PART 1

CEO & Business Leadership View

What Navalía is, what it offers, and the business value it creates.

IN BRIEF — FOR THE CEO

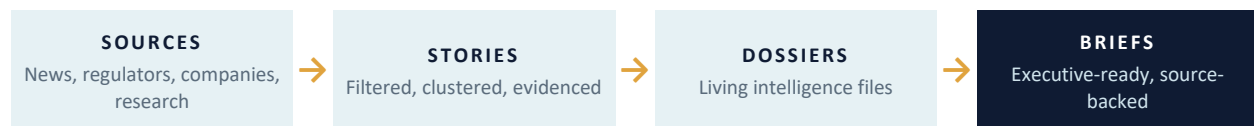
Navalia gives leadership a smaller, more defensible operating picture of markets, competitors and strategic developments. It reduces the manual burden of scanning and assembling intelligence while preserving the evidence, uncertainty and analyst judgment behind the brief.

1.1 What Navalía Is

Senior leaders do not need another news feed. They need a small number of developments that materially affect the company, enough evidence to trust the briefing, and a fast path to deeper context when a question arises. Market and competitive intelligence teams currently assemble that view manually across news, regulatory releases, company announcements, research feeds and internal watchlists.

Navalia turns that fragmented information work into a repeatable intelligence workflow. It continuously ingests public and connected information, filters and clusters related material into stories, scopes those stories to the organization's interests, and presents them through Today, Monitor, Dossiers, Watch Briefs and Workspace Briefs. The analyst remains responsible for judgment and action; Navalía removes much of the search, triage, synthesis, evidence assembly and briefing work around that judgment.

FROM INFORMATION FLOW TO EXECUTIVE BRIEF



1.2 The Offering

Offering component	What it does
Today / Daily Brief	Provides the current operating picture: a concise daily synthesis of changed stories and watched updates, plus the most relevant stories for the active workspace.
Story Intelligence	Turns clustered source material into a readable story with key judgment, what changed, evidence, what is not confirmed, recommendation, assumptions, confidence, timeline and related stories.

Offering component	What it does
Monitor	Separates the broad story universe from the analyst's watched set. Analysts can watch a story for future updates and organize relevant stories into dossiers.
Dossiers	Persistent intelligence files for a topic, competitor, market, risk or strategic question. Dossiers hold active stories, open questions, evidence base, assumptions, notes, updates and brief history.
Evidence-bound Ask	Lets the user ask a question of one Story or one Dossier. Answers are constrained to the evidence, sources, timeline and notes available to that artifact; questions the evidence cannot support are answered as not yet confirmed.
Watch Briefs	Generate audience-targeted, shareable briefs from a single dossier, including summary, what changed, recommendations, assumptions/caveats, stories included and sources.
Workspace Briefs	Synthesize selected dossiers into a cross-dossier executive brief for broader market or competitive-intelligence reporting.
Export & Share	Exports or shares brief artifacts while preserving the source basis and current status rather than reducing the result to an untraceable AI summary.

1.3 Business Benefits

Business benefit	Enterprise effect
Less analyst time spent on collection	Automates much of the recurring work of scanning broad information flows, removing obvious noise, clustering duplicate coverage and assembling the first analytical pass.
More relevant executive intelligence	Workspace scope, topic aboutness, watches and dossiers narrow the information set toward the company's markets, competitors, geographies and strategic concerns.
Faster recognition of meaningful change	Watched stories and dossier updates emphasize what changed since the prior view rather than forcing the team to re-read the same background every day.
Defensible briefings	Stories and briefs carry evidence, source categories, assumptions, caveats, not-confirmed items and reconstructable inputs so an analyst can show how a conclusion was formed.
Repeatable intelligence operations	Dossiers, open questions, notes and brief history preserve continuity across days and analysts instead of leaving the work in inboxes, browser tabs and individual memory.
Better executive consumption	Daily, Watch and Workspace Briefs convert the same underlying intelligence into concise outputs appropriate for executive review while leaving deeper evidence available to the intelligence team.
Controlled use of AI	AI is used for extraction, synthesis and evidence-bound assistance, but Navalía does not treat model output as a certified fact or autonomous strategic decision.

1.4 Typical Use Cases

Competitor monitoring

Watch product launches, partnerships, acquisitions, executive changes, regulatory actions, customer announcements and strategic moves; organize them into competitor dossiers.

Market monitoring

Track demand signals, policy shifts, supply constraints, pricing drivers, technology changes and regional developments across a defined market.

Strategic issue monitoring

Maintain a dossier around a strategic question such as AI infrastructure demand, semiconductor supply concentration, sanctions exposure or a regulatory transition.

Executive briefing

Turn the day's changed stories and watched updates into a concise Daily Brief, and generate audience-specific Watch or Workspace Briefs when leadership needs a deeper read.

Competitive landscape upkeep

Use dossiers to keep the current picture, what changed, open questions, assumptions, evidence and prior briefs for each important competitor or theme.

Event and risk monitoring

Watch a developing event, keep conflicting or missing evidence visible, and update the picture as sources confirm, contradict or supersede earlier reporting.

Continuity across the team

Keep the evidence base, notes, open questions and brief history attached to the intelligence file, so work survives personnel or shift changes.

1.5 Commercial Offering

Offer	Scope	Commercial form
Navalia Intelligence Workspace	Workspace-scoped Today, Story Detail, Monitor, Dossiers, Watch Briefs, Workspace Briefs, Ask, sharing and export.	Enterprise subscription / design-partner deployment.
Source & Scope Configuration	Customer-specific topics, regions, industries, entities, keywords, exclusions and source preferences that shape what reaches the intelligence workflow.	Included capability; advanced source/connectors by deployment.
Evidence & Briefing Layer	Source provenance, evidence categorization, assumptions/caveats, review status, brief basis, brief inputs and export/share controls.	Included in enterprise intelligence workflow.
Implementation Services	Workspace design, source selection, topic taxonomy, relevance calibration, initial dossier setup, acceptance scenarios and operating playbook.	Paid design-partner / professional services.
Cognous-backed assurance extensions	Higher-assurance governance, evidence, lineage and inspection capabilities where the customer requires them.	Optional enterprise assurance package.

1.6 Designed to Support Judgment, Not Replace It

Navalia is built for relevance, continuity, evidence and briefing efficiency. It organizes evidence and makes analytical work more repeatable, but it does not guarantee that a source is correct, that an interpretation will prove right, or that a recommended action is strategically optimal. Leadership should read its output accordingly:

HOW TO READ NAVALIA'S OUTPUT

A sourced story is not the same as a certified market fact.

A high-confidence event can still carry low confidence on magnitude, timing or downstream impact.

A recommendation is decision support, not autonomous strategy.

An Ask answer is limited to the evidence in the Story or Dossier it draws on.

An “Unverified” or “Developing” story is not equivalent to a confirmed event.

Navalia complements, rather than replaces, project-management, CRM, trading and primary news terminals.

Navalia is designed for continuous forward monitoring rather than broad retrospective research.

PART 2

Market & Competitive Intelligence View

Where Navalía fits, how the workflow operates, and how relevance, evidence and briefing work in practice.

IN BRIEF — FOR INTELLIGENCE LEADERS

Navalia is a workspace for turning broad information flows into a maintained intelligence system: scope the universe, review and watch stories, organize them into dossiers, keep open questions and assumptions visible, interrogate the evidence, and generate executive-ready Watch and Workspace Briefs without losing the source basis.

2.1 Where Navalía Fits

External and connected information flows enter below Navalía; analysts and executives use the intelligence above it. Navalía sits in the middle: filtering, clustering, evidencing, monitoring, organizing and briefing the material that matters to a defined workspace.

INTELLIGENCE PATTERN

Executive consumption	Daily Brief, Watch Brief or Workspace Brief with concise summary, changes, implications/recommendations, assumptions/caveats and source basis.
Analyst workflow	Review stories, watch developments, add material to dossiers, maintain assumptions and open questions, ask evidence-bound questions, edit briefs and apply judgment.
Navalia intelligence layer	Ingestion, filtering, claim extraction, clustering, source/evidence assembly, relevance scoping, story synthesis, watch state, dossier continuity, Ask, brief generation and export/share.
Information sources	Public agencies, regulators, company releases, news/wire services, scientific/technical sources, customer connectors and other approved feeds.
Cognous governance (optional)	Governance controls, evidence handling and lineage from the Cognous platform, applied behind Navalía where a customer requires higher assurance.

2.2 Core Components

Component	Function	What it means for the team
Workspace scope	Defines the markets, regions, industries, entities, topics, keywords, exclusions and source preferences relevant to the team.	Reduces generic news volume and creates a shared definition of what “relevant” means for the desk.
Daily Brief	Summarizes today’s changed stories and watched updates, with implications and a recommended posture.	Provides a ready morning operating picture without requiring the manager to reconstruct overnight activity.
Story Detail	Shows key judgment, brief, what changed, evidence, not-confirmed items, recommendation, assumptions, confidence, review status and timeline.	Lets the analyst move from headline to defensible understanding without losing the underlying evidence boundary.
Watch / Watched Stories	Tracks selected stories for future updates independently of dossier membership.	Creates a lightweight monitoring queue without forcing every tracked development into a permanent research file.
Dossier	Maintains the current picture, active stories, open questions, evidence base, assumptions, notes, recent updates and brief history.	Becomes the living intelligence file for a competitor, market, issue or strategic question.
Ask This Story / Dossier	Evidence-bound question answering over the selected artifact.	Speeds follow-up while preserving the discipline that unsupported answers remain explicitly unconfirmed.
Watch Brief	Creates a brief from one dossier for Internal, Executive, Client or Custom audience.	Turns maintained intelligence into a repeatable deliverable without rebuilding the source packet.
Workspace Brief	Synthesizes selected dossiers across the workspace.	Supports periodic executive or cross-market briefing across multiple intelligence threads.

2.3 Operating Model

The workflow separates broad awareness from deliberate monitoring, and monitoring from durable analysis. A story appears because it matches the workspace, becomes Watched because the analyst wants future updates, enters a Dossier because it contributes to an enduring intelligence question, and eventually becomes part of a Watch Brief or Workspace Brief for distribution.

#	Stage	Operational behavior
1	Scope	Define the workspace topics, entities, geographies, industries, exclusions and source preferences that matter to the intelligence function.
2	Review Today	Read the Daily Brief and Top Stories; open the stories that warrant deeper attention.
3	Watch	Mark developments that should continue to be tracked. Monitor becomes the working set of watched stories and recent changes.
4	Organize	Add relevant stories to one or more dossiers; maintain open questions, assumptions and notes as the intelligence file develops.
5	Interrogate	Use Ask This Story or Ask This Dossier for evidence-bound follow-up; inspect sources and what remains unconfirmed.
6	Brief	Generate a Watch Brief from one dossier or a Workspace Brief across selected dossiers; choose audience, included stories and review posture.
7	Review / edit	Analyst reviews the draft, edits where needed, and controls whether exploratory/unverified material belongs in the output.
8	Share / export	Share a controlled link or export the current brief artifact while retaining brief basis, source list, assumptions/caveats and status.

2.4 Relevance and Story Quality

Relevance is what keeps an intelligence workspace useful. Navalía's guiding principle is meaning over words: a story belongs in the workspace because its subject is relevant, not because a keyword appears somewhere in the text.

01 Topic scoring, not keyword matching

Relevance weighs where a topic appears (headline, summary or body), the categories and concepts sources assign, explicit exclusions and a topic profile specific to each workspace.

02 Incidental mentions filtered out

A sports or entertainment story that merely mentions an AI term is kept out through whole-word matching, category evidence and penalties for unrelated categories.

03 Related coverage grouped

Semantic similarity groups different reports of the same development, even when they use different words, so analysts review one story rather than many duplicates.

04 Calibrated for each customer

Each workspace is tuned against labeled examples, with false positives and false negatives tracked, so relevance is a controllable setting rather than a black box.

2.5 Evidence, Uncertainty and Review

Every story carries an explicit evidence posture, so readers can tell a confirmed event from a developing or disputed one at a glance.

STORY STATUS



Element	Meaning
Confirmed / Developing / Conflicting / Unverified	Story status communicates the evidence posture of the development rather than collapsing all surfaced information into the same confidence level.
Evidence	Shows primary/official sources, confirming sources, conflicting sources and missing evidence where present.
Not Confirmed	Calls out material facts the evidence does not yet establish — for example quantified impact, recovery timing or downstream customer effects.
Assumptions	Makes the working premises behind the analysis explicit so they can be challenged or invalidated as new evidence arrives.
Confidence	Summarizes where confidence is strong and where it remains weak, broken down by each aspect of the claim rather than given as a single overall score.
Review Status	Distinguishes reviewed, needs-review, exploratory or internal-only material where the workflow requires it.
Open Questions	Keeps unresolved analytical questions visible and linked to the dossier rather than burying them in analyst memory.
Brief Basis / View Brief Inputs	Lets the recipient or analyst reconstruct which dossiers, stories, sources and audience settings produced the brief.

2.6 From Story to Deliverable

A Dossier is Navalía's durable intelligence object: the evidence-backed file behind an issue, competitor, market, risk or strategic question. It holds the current picture and the analytical state; briefs are generated from that maintained intelligence.

HOW INTELLIGENCE MATURES



Artifact	Primary purpose	Typical user action
Story	Understand one development and its evidence boundary.	Open, Watch, add to Dossier, inspect sources, ask a question.
Watched Story	Track a development for future changes without yet turning it into a permanent research file.	Review latest update, stop watching, add to Dossier.
Dossier	Maintain a living intelligence file across multiple related stories.	Manage stories, open questions, assumptions, notes, evidence base and brief history.
Watch Brief	Create a distributable brief from one dossier.	Choose audience/stories, generate draft, review/edit, inspect inputs, share/export.
Workspace Brief	Create an executive synthesis across selected dossiers.	Select dossiers and audience, generate cross-dossier synthesis, review and share/export.

2.7 Implementation Path

#	Step	Enterprise activity
1	Define the intelligence mandate	Select one bounded use case: competitor set, market, strategic issue, regulatory domain or executive briefing requirement.
2	Configure scope	Define relevant geographies, industries, entities, topics, exclusions and sources; establish what should be included versus clearly out of scope.
3	Seed dossiers	Create the initial dossiers and open questions that reflect how the team already thinks about competitors, markets and strategic issues.
4	Calibrate relevance	Run a labeled acceptance set of clearly relevant, borderline and irrelevant stories; tune the workspace until false positives and false negatives are acceptable.
5	Establish review practice	Define who can mark review status, edit assumptions/notes, resolve open questions and finalize briefs.
6	Pilot briefing loop	Run Daily Brief + Watch/Dossier + Watch Brief/Workspace Brief for several weeks and compare analyst time, relevance, evidence quality and executive usefulness against the current process.
7	Expand	Add additional workspaces, sources or intelligence mandates only after the first workflow is accepted and operating discipline is stable.