

Market Intelligence Report

SAMPLE subject: an invoicing add-on for freelance studios

SAMPLE

Generated: 2026-09-28 · Confidence: Medium

Demand looks real, but the price point is contested by free alternatives.

Sample report with illustrative demo values. Not a real study, customer or market claim.

EXECUTIVE SUMMARY

- The problem is discussed repeatedly in sample community threads, mostly as a time cost.
- Three alternative categories already cover part of the job, including spreadsheet templates.
- Paid tools in the sample set cluster around a lower monthly price than planned.
- Red-team view: the wedge is workflow speed, not features.

DECISION

Proceed to a narrow price and message test before building.

12 (SAMPLE)

Alternatives mapped

40 (SAMPLE)

Threads reviewed

€0–€29 (SAMPLE)

Price band observed

01 RESEARCH SCOPE

Sample scope: EU freelance studios of 2–10 people, invoicing and time tracking workflows, public reviews, community threads and pricing pages.

02 MARKET & ALTERNATIVE SIGNALS

Relative signal strength per alternative category (SAMPLE index 0–100).



03 PRICING REALITY

Category	Typical price	Implication
Free templates	€0	Anchors expectations low
Suites	€15–29 (SAMPLE)	Bundle value is hard to beat
Planned offer	€39 (SAMPLE)	Needs a sharp time-saved story

04 COMMUNITY & REVIEW THEMES

- “Chasing late payments” is the recurring pain, more than creating invoices.
- Switching away from a suite is seen as risky.
- Local tax compliance is a trust requirement, not a feature.

05 RED-TEAM CHALLENGE

- What if studios only feel the pain at quarter end?
- What if the suite ships the same feature next quarter?

06 CHEAPEST NEXT TEST

Run two SKPTIK variants (€19 vs €39, “get paid faster” vs “invoice in 30 seconds”), then a small SKPTST landing test.

METHODOLOGY

Desk research across public pricing pages, review platforms and community threads. Signals are sampled and coded by theme; counts are indicative, not census.

UNCERTAINTY NOTES

- Community voices over-represent vocal users.
- Prices change; snapshot values are SAMPLE.

EVIDENCE & SOURCES

Pricing pages (SAMPLE set)

Public web · 12 entries coded

Review platforms

Reviews · Themes only, no quotes reproduced

Community threads

Forums · 40 threads sampled

NEXT STEP

Pressure-test price and message with SKPTIK.