

P07 · 06 · Defensibility Mechanism Register

PUBLIC · ILLUSTRATIVE ARTIFACT

Record each claimed advantage or exposure as an explicit mechanism with evidence, counterevidence, durability, erosion conditions and required action.

MECHANISM REGISTER

Customer Job	Segment	Mechanism	Evidence	Counterevidence	Durability	Erosion Scenario	Model / Platform Dependency	Economic Consequence	Confidence	Required Action

DECISION VIEW

Mechanism	Defend / Reinvent / Partner / Retire	Why	Evidence Gap	Next Gate	Owner

OPERATING PRINCIPLE

Every defensibility claim must identify a mechanism, evidence, counterevidence and the conditions that would erode it.

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Published by Sentient Review

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