

Introducing gatodo rank

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“Just like novelists, words are the only things at their disposal to captivate their audience.”¹

What’s valuable?

A value proposition declares what’s valuable. The success or failure of an enterprise hinges on it. It has to be persuasive. It has to work. It has to be better. It’s to your strategic advantage to design a value proposition with intention and purpose.

So much so that we’ve chosen to help founders, funders, and framers in the intelligence economy who need to win, who feel the pain of misalignment and who have the challenge of designing a value proposition – with a tool that helps them explore, compare, and design a winning one.

At gatodo, we celebrate the simplicity, elegance, and value of the sorted list. Whether it’s a newsfeed lineup, a search engine results page, or Time Magazine’s List of the top 50 people in some category intended to draw attention and generate traffic: sorted lists are easy to scan, understand and action. The structure is the signal.

We introduce the gatodo value proposition rank not to manufacture status, scarcity, or acclaim, but to focus attention on the differences that make a difference.

Benefits

Use it to discover what works for others, what might work for you, and to invite conversations about what matters.

The method is objective as far as there are no analysts classifying the boundaries of a given industry, category, or sector. It is an objective placement, classification, and competitive framing using the words that firms themselves use in the market.

This method offers opportunities to see the map more clearly. Because sometimes the language directed at industry analysts, investors, employees, suppliers and partners is different from the language directed at buyers.

¹Liuberté, I., & Dimov, D. (2021). “One tiny drop changes everything”: Constructing opportunity with words. *Journal of Business Venturing Insights*, 15.

Definition

The gatodo value proposition rank is a function of relevance and divergence².

It assumes that people pay attention to what is relevant to their interests. It uses the aggregate traffic volume as the indicator of relevance.

Divergence is operationalized as a blend of two measures. First, we plot and summarize a value proposition relative to all those in the set and rank them. Second, we take their nearest neighbourhood, their Local Outlier Factor (LOF), and rank them.

We blend these indicators together and sort them to derive the gatodo value proposition rank.

Limitations

It does not classify every firm. It only classifies English words. It focuses on US targeted data. It may not have the opportunity to classify all words used by a firm across all space and time. It does not judge whether a value proposition is grounded in truth, vision, or delusion — we just show how it compares.

Strategic Roadmap

We don't define markets. We reveal them — as they are.

So before we build anything else, we want to see this market: how people like you, use it. Which domains you search for. What's hot. What's not. We want to talk to people with their head in the clouds or up their own arse. We want to understand and classify how leaders lead the conversations about designing value for and the degree of intention in their thinking.

We want to see how much of the intelligence economy we can see together.

Because something out there feels ... off, doesn't it?

Invitation

Try rank.gatodo.com. Discover what works. Get inspired. Start the conversations that matter.

² Yang, X., & Smith, R. E. (2009). Beyond attention effects: Modeling the persuasive and emotional effects of advertising creativity. *Marketing Science*, 28(5), 935-949.