

Opportunity Intelligence for Directory Businesses

Evaluate before you build. Validate before you invest.

Directory Factory is an evidence-based opportunity intelligence platform designed to evaluate directory business viability before capital and resources are deployed.

Niche Evaluation

Market Opportunity Analysis

Feasibility Assessment

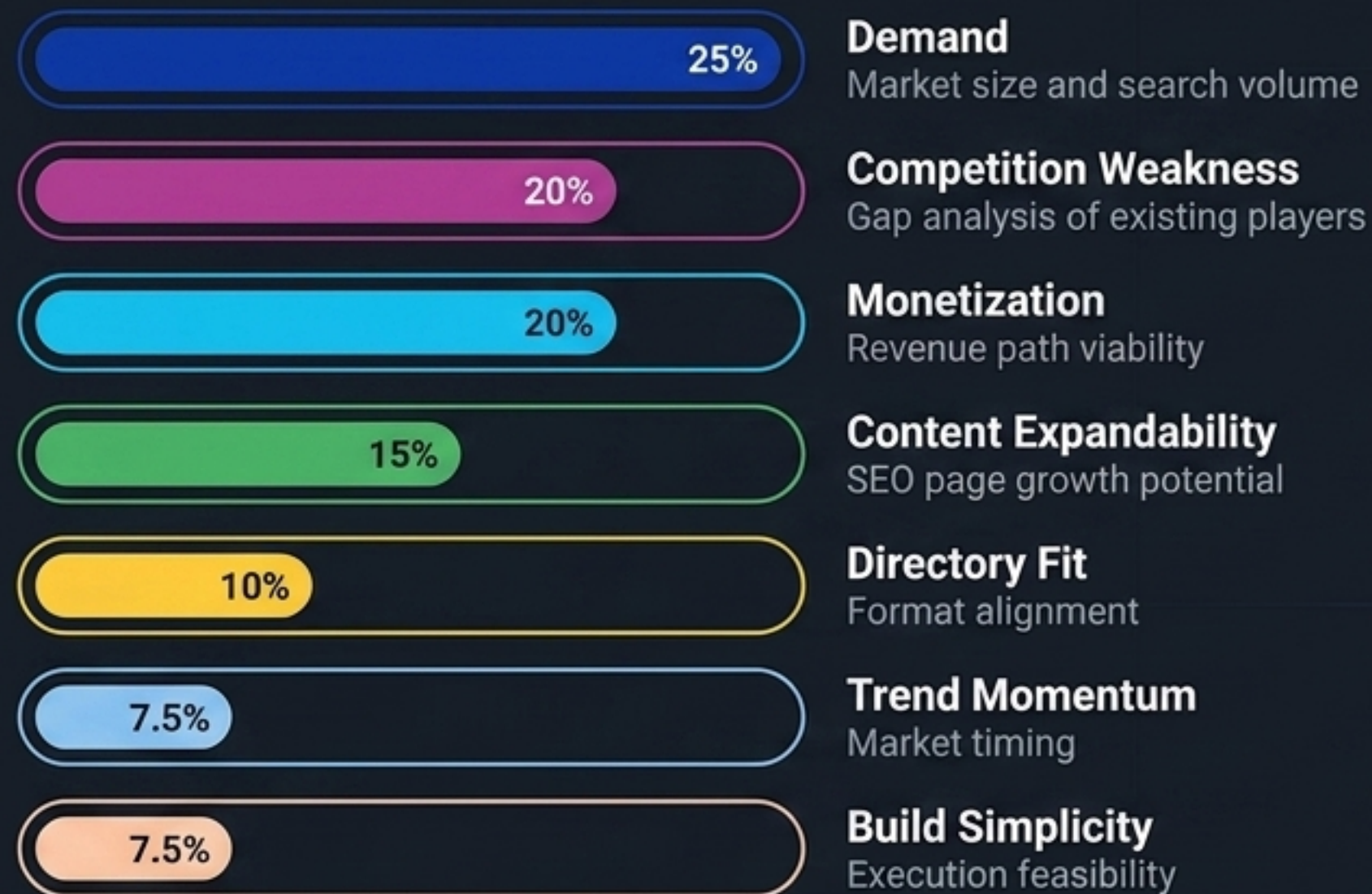
Execution Planning

The Hidden Cost of Intuition-Driven Development



Quantifying Market Viability with the 7-Factor Engine

7-Factor Scoring Weights



Source: packages/core/src/scoring.ts — Actual implementation weights

Scoring Formula Implementation

```
packages/core/src/scoring.ts

export type NicheFactors = {
  demand: number;
  competitionWeakness: number;
  monetization: number;
  contentExpandability: number;
  trendMomentum: number;
  buildSimplicity: number;
  directoryFit: number;
};

export type ScoredNiche = {
  niche: string;
  audience: string;
  problem: string;
  why_now: string;
  // ...
};
```

Enforcing Decision Discipline Through Strict Thresholds



SKIP Zone (< 0.60):
Indicator to revisit or discard the niche immediately to preserve capital.

TEST Zone ($0.60 - 0.74$):
Indicator to run a quick, low-resource validation experiment.

BUILD Zone (≥ 0.75):
Indicator to execute immediately and deploy resources.

We commit to thresholds upfront so evaluation produces definitive decisions, not open-ended debate.

Case Study: Identifying the Liquidation Retail Gap

📍 Target Asset: TheBinMap (thebinmap.com)

Market Context

Bin stores, retail outlets selling Amazon returns, and liquidation inventory have proliferated rapidly across the United States.

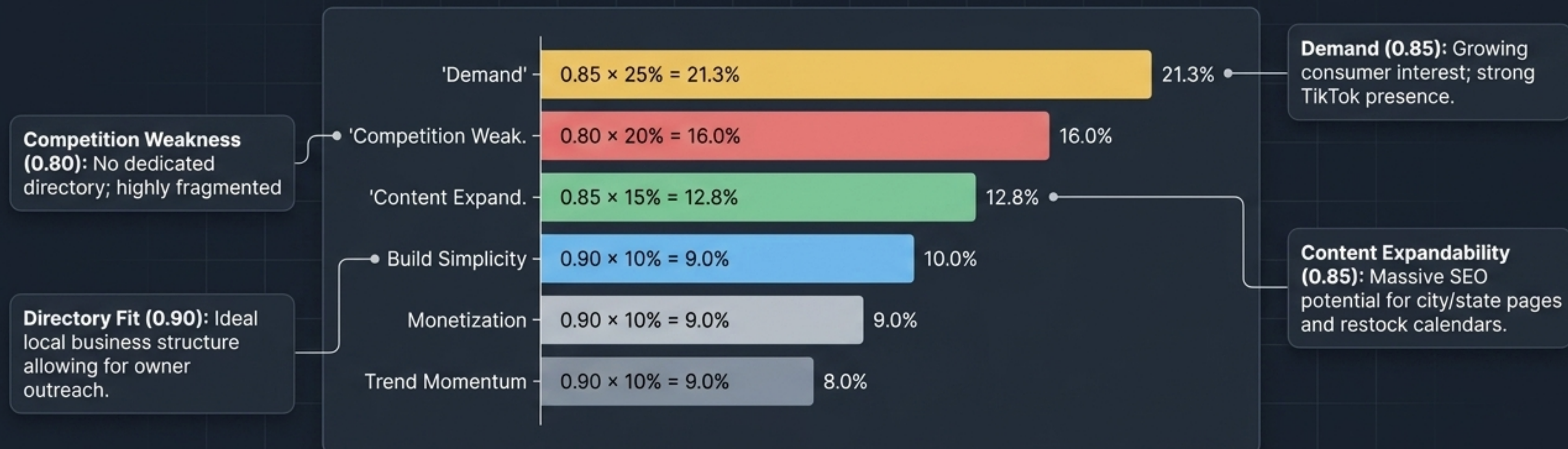
The Problem

No centralized directory existed. Consumers searching for "bin stores near me" encountered entirely fragmented information across isolated Facebook pages and inconsistent Google results.

The Hypothesis

A dedicated directory could capture high-intent search demand, provide genuine utility, and monetize through featured listings and affiliate channels.

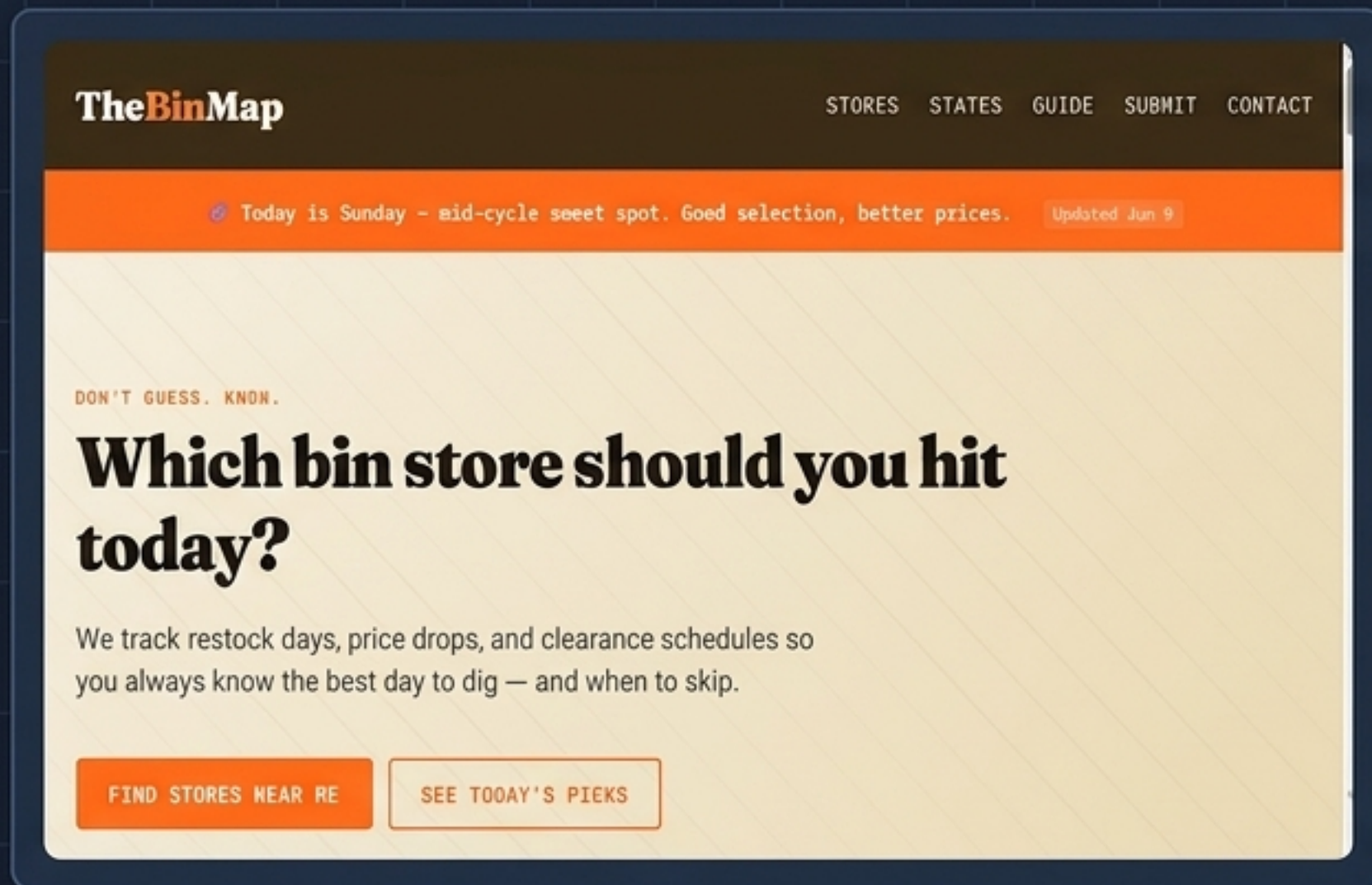
Generating an Auditable 'BUILD' Decision for TheBinMap



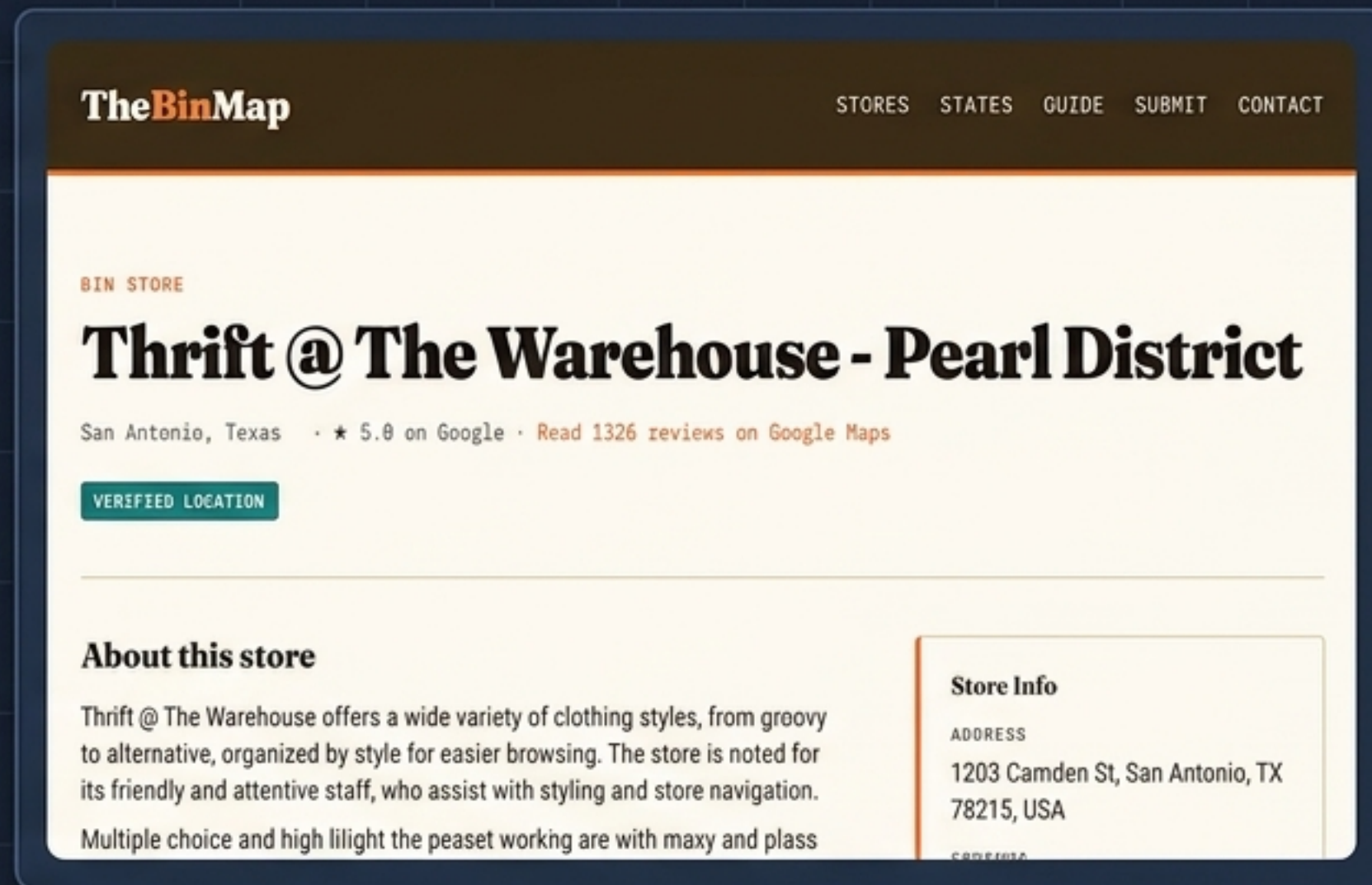
Final Score: 0.830

Clearly positioned in the Green BUILD zone.

Deploying TheBinMap to Live Production



The screenshot shows the homepage of TheBinMap. The navigation bar includes 'TheBinMap' logo and links for 'STORES', 'STATES', 'GUIDE', 'SUBMIT', and 'CONTACT'. A secondary navigation bar features a notification: 'Today is Sunday - mid-cycle soeet spot. Goed selection, better prices. Updated Jun 9'. The main content area has a light beige background with a diagonal line pattern. It features the text 'DON'T GUESS. KNOW.' followed by the headline 'Which bin store should you hit today?'. Below the headline is a sub-headline: 'We track restock days, price drops, and clearance schedules so you always know the best day to dig — and when to skip.' At the bottom, there are two buttons: 'FIND STORES NEAR RE' and 'SEE TODAY'S PIEKS'.



The screenshot shows a store profile page for 'Thrift @ The Warehouse - Pearl District'. The navigation bar is identical to the homepage. Below the navigation bar, it says 'BIN STORE' followed by the store name in large bold text. Underneath, it lists 'San Antonio, Texas' with a 5.0 star rating on Google and a link to 'Read 1326 reviews on Google Maps'. A 'VERIFIED LOCATION' badge is displayed. The 'About this store' section describes the store's offerings and staff. A 'Store Info' box on the right contains the address: '1203 Camden St, San Antonio, TX 78215, USA'.

✓ **Status:**
Live Production Directory

👥 **Audience Captured:**
Bargain hunters, resellers, and deal seekers

☰ **Key Features Deployed:**

- Structured tracking of restock days, price drops, and clearance schedules.
- Verified location profiles with integrated Google Maps reviews.
- SEO-optimized architecture for organic growth.

Scaling Execution from Seed Data to National Reach

Phase 1: Validation

Initially seeded with just 10 stores across 8 US cities (Atlanta, Houston, Nashville, Phoenix, etc.) to validate structure.

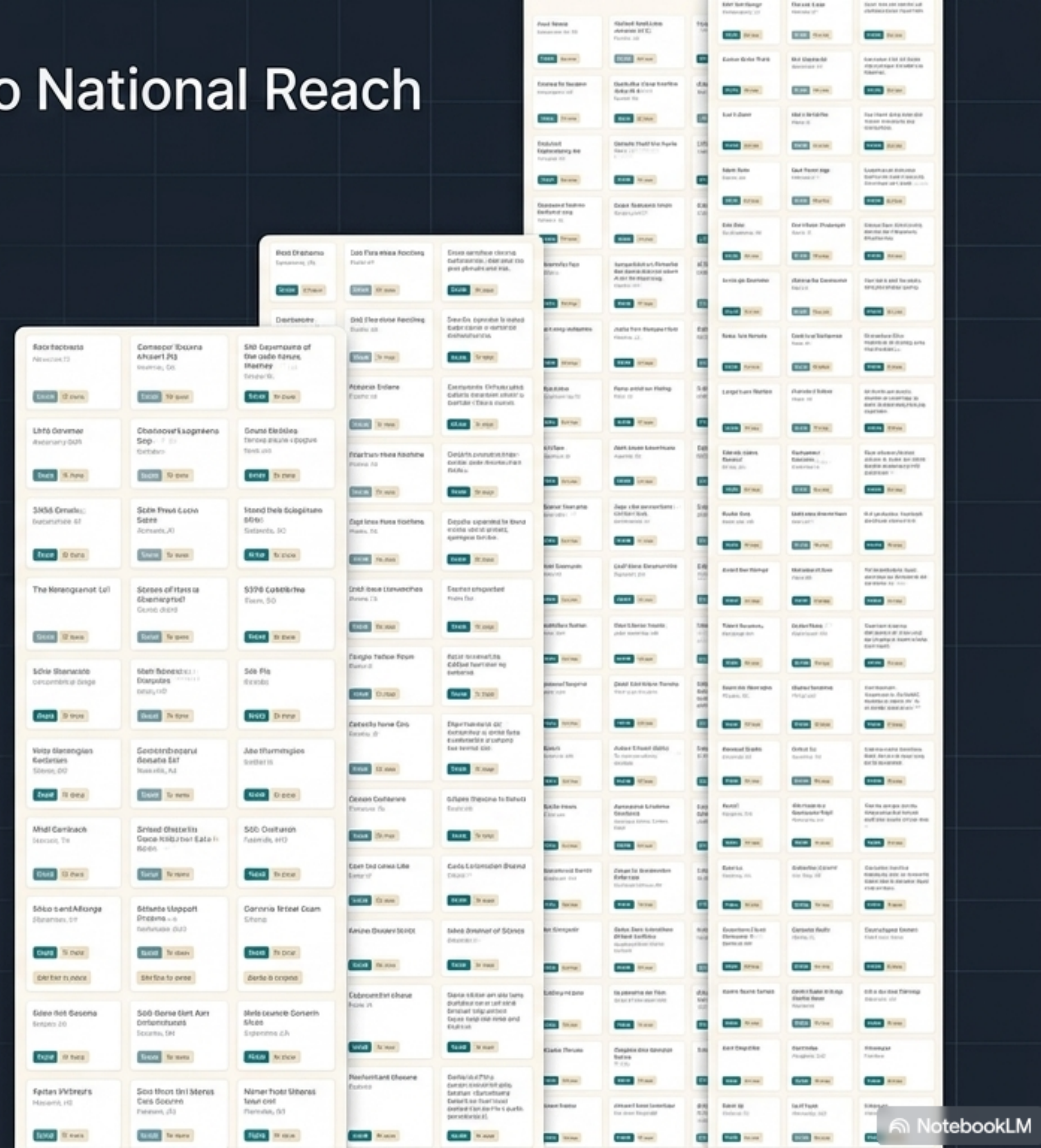
Phase 2: Unprecedented Scale

Rapidly expanded to 456 stores across 21 states.

Growth Metric

45x increase from initial seed data.

The Execution Result: A comprehensive, national database built strictly on the blueprint provided by the initial 7-factor assessment.



Execution is a Commodity; Evaluation is the Edge



The Synthesis Insight: "The value is in the evaluation, not the automation."

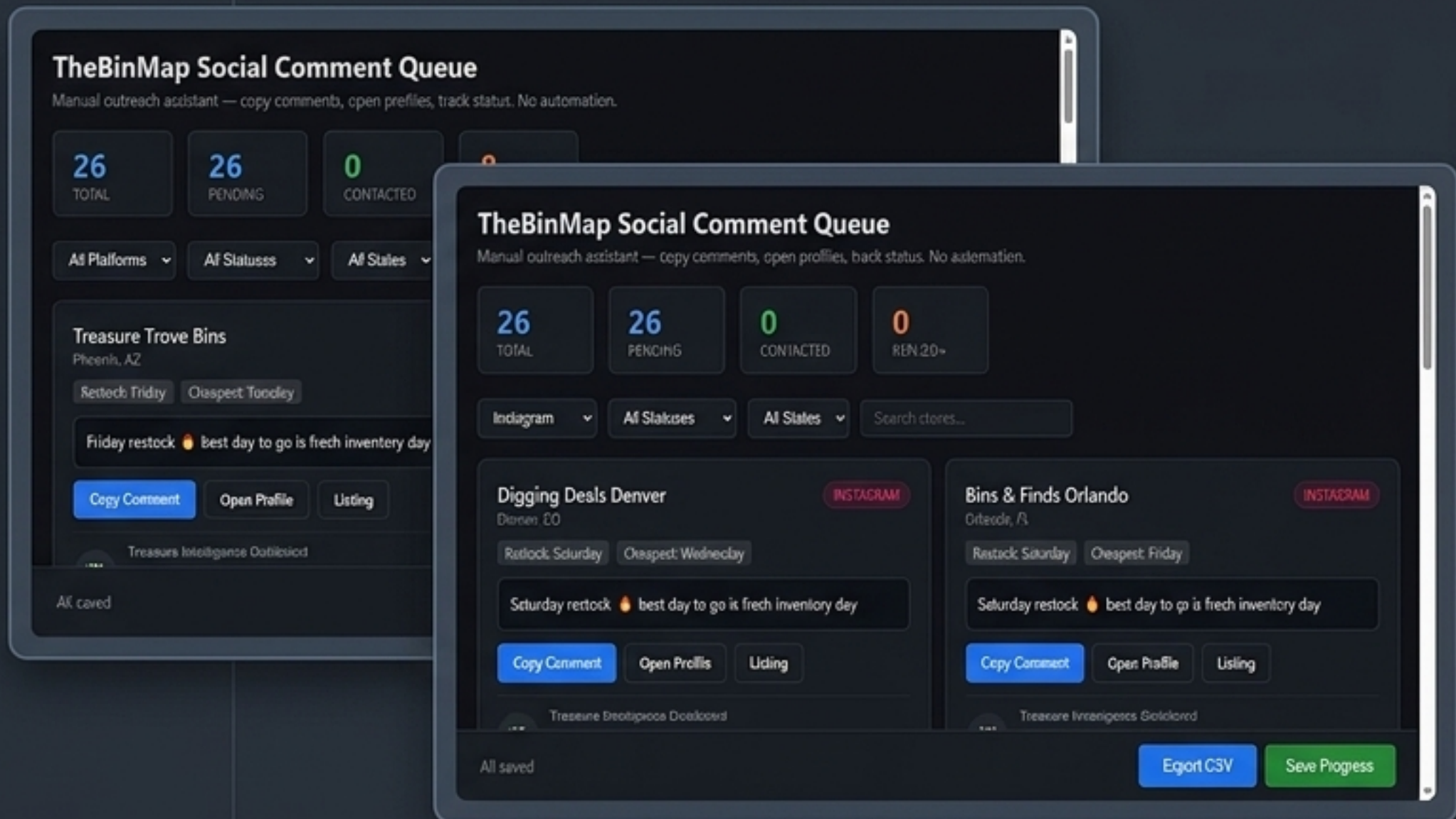
TRIVIAL EXECUTION

Building 456 landing pages is trivial in the modern era. Knowing exactly which 456 landing pages to build is where fortunes are made.

DISTINCT ADVANTAGE

Directory Factory removes the risk of perfect execution applied to the wrong idea. The mathematical evaluation is the distinct market advantage.

Powering Human-in-the-Loop Execution with Operational Tooling



Operational Dashboard:

Self-contained operational tooling designed specifically for high-quality manual outreach.

The Pipeline:

26 highly targeted profiles actively tracked across platforms.

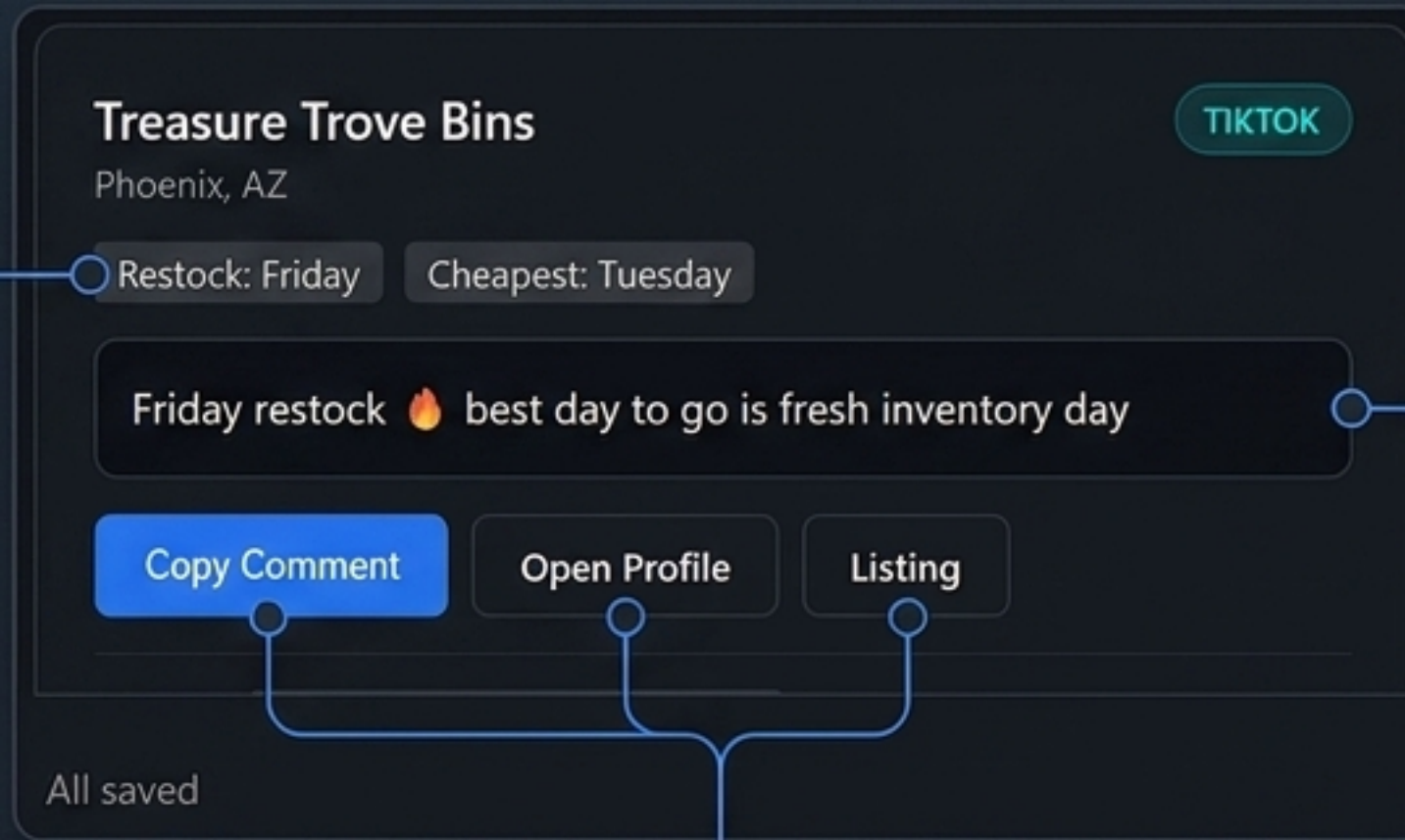
Smart Filtering:

Platform-specific targeting (Instagram vs. TikTok) with custom outreach logic.

The Philosophy:

Manual outreach is faster to deploy than automated spam, and produces significantly better initial relationships with store owners.

Tracking Micro-Interactions for High-Value Listings



Contextual Intelligence:

Prioritizing high-value listings by tracking essential metadata like:

Prioritizing high-value listings by tracking Essential metadata like "Restock Days" and "Cheapest Days".

Status Tracking Pipeline:

Moving targets systematically from not_contacted → contacted → replied → interested → closed.

Notes Persistence:

Documenting the complete interaction trail for future operational handover.

Governing the Lifecycle with Objective Pivot Criteria

Post-Launch Discipline: Defining success and failure upfront prevents the sunk-cost fallacy.

KILL Criteria

- No indexing after 30 days.
- No impressions after 45-60 days.
- Zero backlink responses.
- No clear monetization path.

DOUBLE-DOWN Criteria

- Early impressions appearing.
- Long-tail pages successfully ranking.
- Backlinks acquired.
- First user submissions arriving.

STAGE 1
Niche Discovery
Identify potential directory opportunities



STAGE 2
7-Factor Evaluation
Score: Demand, Competition, Monetization, SEO, Trends, Feasibility, Fit



SKIP

TEST

BUILD



STAGE 3
Directory Execution
Build, seed data, deploy production



STAGE 4
Post-Launch Action

Validating Across a Full Portfolio Database

Niche	Score	Decision
Pickleball Court Finder	0.870	BUILD
TheBinMap	0.830	BUILD
Escape Room Finder	0.816	BUILD
Farmers Market Finder	0.802	BUILD

Database Schema Overview Layer 1: Factory/Control Tables

```
-- Core directory record: one row per directory site
CREATE TABLE directories (
  id UUID PRIMARY KEY DEFAULT gen_random_uuid(),
  name TEXT NOT NULL,
  slug TEXT UNIQUE NOT NULL,
  domain TEXT,
  niche TEXT NOT NULL,
  audience TEXT,
  status TEXT NOT NULL DEFAULT 'idea' CHECK (status IN ('idea', 'building', 'live', 'paused', 'killed')),
  score FLOAT,
  data_source TEXT,
  metadata JSONB NOT NULL DEFAULT '{}',
  created_at TIMESTAMPTZ NOT NULL DEFAULT now(),
  updated_at TIMESTAMPTZ NOT NULL DEFAULT now()
);

-- Niche evaluation scores produced by the scout agent
CREATE TABLE niche_scores (
  id UUID PRIMARY KEY DEFAULT gen_random_uuid(),
  directory_id UUID NOT NULL REFERENCES directories(id) ON DELETE CASCADE,
  demand FLOAT NOT NULL,
  competition_weakness FLOAT NOT NULL,
  monetization FLOAT NOT NULL,
  content_expandability FLOAT NOT NULL,
  trend_momentum FLOAT NOT NULL,
  build_simplicity FLOAT NOT NULL,
  directory_fit FLOAT NOT NULL,
  final_score FLOAT NOT NULL,
  decision TEXT NOT NULL CHECK (decision IN ('build', 'test', 'skip')),
  notes TEXT,
  created_at TIMESTAMPTZ NOT NULL DEFAULT now()
);
```

Infrastructure Proof: Two-layer database separation (Factory/Control tables vs. Directory/Output tables) with JSONB flexible metadata storage ensuring a full audit trail for every single agent run.

Commissioning Your Opportunity Assessment

Opportunity Assessment (Fixed Fee)

- Full 7-factor niche scoring with explicit factor-level breakdowns.
- Competitor gap analysis and explicit BUILD/TEST/SKIP BUILD/TEST/SKIP recommendations.

The Execution Roadmap (Package Rate)

- Evaluating 3-5 distinct niches.
- Delivery of predefined kill/double-down criteria and explicit monetization paths.

Ongoing Monitoring (Retainer)

- Portfolio performance dashboards.
- Continuous tracking of pivot signals post-launch.

Don't invest in ideas. Invest in evaluated opportunities.