ACQUIRY LABS · SUPPLIER INTELLIGENCE

Who actually supplies this brand?

A buyer can recognise the same checkout on ten shops and still have the wrong software supplier on its shortlist. Counting only independently supported shops changes which founder the buyer calls first in one case, and leaves the shortlist membership unchanged in another.

What you will be able to do

- Read a payments disclosure one role at a time: brand, supplier, evidence.
- Recount a supplier’s customers using only independent evidence, and re-rank the whole shortlist.
- Tell when a correction changes the shortlist (Scenario A) and when the same suppliers remain in a different order (Scenario B).
- Ask a founder the one question that tests a customer count.

The question to ask

Which operators, contracting entities and dates support the customer count you have given us, and which of those customers did you sign directly?

In the collection

Item	Format
Flagship report	Editable DOCX, tagged PDF, HTML
Figures	SVG with text equivalents, PNG
Buyer field sheet	One-page PDF
Teaching kit 1.1	JSON fixtures, verify.py, checksums
Edition manifest and correction history	JSON, Markdown

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Squarespace and Stripe are the real-world opening example. The ten provider-map rows reviewed in section 8 are public sourcing records. Both ranking scenarios use fictional shops and suppliers (Arc, Birch, Cove and Dune).

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