Market Landscape — LexiPoint Positioning

Where we sit. Why it matters. Why nobody else is here.

THE BOTTOM LINE

Government needs an intelligence layer between raw data and human decisions. Enterprise players solve it horizontally. Legacy vendors use 20-year-old engines. Workflow platforms ignore it. LexiPoint is the only purpose-built, AI-native policy intelligence platform for government program decisioning.

MARKET POSITIONING MATRIX

	← HORIZONTAL	VERTICAL →
AI-NATIVE ↑	**Palantir AIP** — Enterprise data ontology + LLM orchestration. Horizontal AI. $5M+ contracts.	**LEXIPOINT** — AI-native policy intelligence. Purpose-built for gov decisioning. Only player here.
↓ LEGACY	**Salesforce / Appian / ServiceNow** — Horizontal workflow for public sector. No policy reasoning.	**Drools / IBM ODM / FICO Blaze** — Vertical rules execution. No AI, no explainability. Dev-dependent.

WHAT EACH QUADRANT MEANS

	Current State	LexiPoint
Palantir	Validates market for AI in gov. Too horizontal for program decisioning.	**Complementary, not competitive. Different buyer, different price.**
CMS platforms	Manage cases, no policy logic. "Can't Salesforce do this?"	**Salesforce moves the case. LexiPoint decides the outcome.**
Legacy rules	If/then engines from 2000s. Dev-heavy, no AI, no explainability.	**AI-native successor that policy staff manage directly.**
LexiPoint	No competitor occupies this quadrant.	**First mover: vertical + AI-native. Blue ocean.**

HOW TO POSITION IN CONVERSATION

- *"We're in the only empty quadrant. Everyone else is horizontal, legacy, or both. First-mover territory."*
- *"1,300+ state-administered benefits programs in the US. Each with eligibility rules that could be LexiPoint ontology. The TAM is real."*

One empty quadrant. One company built to fill it. *That's the LexiPoint opportunity.*