

COMMUNICATING SAFELY

Avoid Defining “Markets”

Bad	Good
“Market”	“Industry,” “Space,” “Area” or simply delete the word “market” (e.g. “In the US market”)
“Market share”	Use target’s revenues “Revenue share”
“Dominant” “The leader”	“Successful” “A leader”

- Bad: “Target is the header in the _____ market with a 65% market share”
- Good: “Target is a leader in _____ with \$XXX in revenues”

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Bad	Good
“Barriers to entry”	“Challenges”
“Unmatched,” “unsurpassed”	“Valuable”
“Unique”	“New,” “Alternative”
“Network effects”	“Valuable to users”
“Achieve massive scale”	Ex. “Increase user #s to lower costs”

- Bad: “Target has created a unique and unmatched product with significant network effects that create high barriers to entry”
- Good: “Target’s product provides a new option that consumers are finding increasingly valuable

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Bad	Good
“Get ahead of competitors”	“Improve our product/service”
“Defensive rationale: Acquire target before competition”	“Acquire target to improve our product/service”
“Cut off competitors’ access to target”	“Integrate target with Google”

- Bad: “The defensive rationale for this acquisition is clear: Get ahead of the competition and cut off their access to the target’s product”
- Good: “The rationale for this acquisition is clear: Integrate the target with Google to improve our products for users”