

An Ascent Test Exclusively Tailored for Compete

The read.

What the brand currently communicates
before anyone reads a word of it.

The product is ahead of the presentation.

The site reads as built fast. The free trial button in the top position, the logo treatment, and the mockup execution all signal early-stage speed rather than a finished company. That signal arrives before a visitor reaches a single claim about the product.

This matters because the substance underneath is strong. The origin story is real, the system is coherent, and the results are documented. The presentation is what is holding Compete at its current price and perception, not the product.

The gap is closeable, and most of what is needed is already on the page.

The gap.

01

The tagline does not name the product

"You're not competing against them" does not tell a visitor what Compete does, and it reads as generic. The line closest to the actual proposition is further down the page.

02

The mark works against the wordmark

The Compete wordmark is strong. The mountain mark is sharp where the letterforms are rounded, so the two halves of the identity pull in opposite directions.

03

The device mockup undercuts the product

The iPhone frame is disproportioned and does not read as authentic, which makes a real product look prototypical. The screen currently displayed is also not the strongest view of the app.

04

The proof points undersell what happened

"50+ people building their streak" is a modest number stated modestly. "80 lbs lost by the founder and his dad" is the strongest evidence on the site and it is delivered as a caption. The free trial is positioned as a headline benefit, which prices the product before it is valued.

05

The copy reads as generated

Several lines carry the pattern. "No complexity, no excuses" does not resolve into a claim. Founders can hear it, and so can customers.

The gap, continued

06

Differentiation is unresolved

Reading the full page does not answer how Compete differs from WHOOP or the other systems already in market. This sits above every other item in this document. Every fix below is worth more once this is answered.

07

The social presence is absent

There is no findable social footprint. For a product built on accountability and community, the absence is itself a signal.

08

The site is a single page

Everything lives in one scroll. Several sections are strong enough to carry their own page and lose weight by being stacked.

What is already right.

The brand does not need to be rebuilt.
These are the pieces worth building around.

Fitness didn't fail you. The system did.

The strongest line on the site. It names the problem Compete exists to solve, and it belongs at the top.

The system

Set your own goal. Invite somebody. Stack your weeks. Build real momentum. Four clear steps that hold up.

The origin

A spreadsheet and a weekly goal, after a decade of not being able to start. The story earns its place because it shows the mechanism being invented rather than described. This is the most defensible asset Compete has.

Accountability, proof, and objections

Accountability is the real product and it is underweighted across the brand. The customer reviews are genuine and useful. "Things people ask before they start" deserves its own page.

The Climb.

01

Lead with the strongest line

Move "Fitness didn't fail you. The system did." to the hero, or write to that standard.

02

Make a brand film

Film the testimonies customers are already giving. Show people training while using Compete.

03

Rebuild or relocate the device mockup

If a mockup stays, move it into How It Works or use it as a controlled preview in the hero, with a stronger screen than the one showing now.

04

Show the system with real people

Photograph real customers using the product, with text overlay marking each step. The Apple scroll pattern, where the page moves through the app as you descend, is the reference. The four steps live here.

05

Give the origin its own section, and film it

A photograph and a paragraph do not carry it. A cinematic founder testimony does, and it works on social as well as on site.

06

Make real results its own section

Real people, real results deserves a section and a second film. It is strong enough to open with.

The climb, continued

07

Rewrite the generated lines

Start with "no complexity, no excuses" and "your first week starts whenever you're ready."

08

Split the site into real pages

Each section that carries depth gets its own room.

09

Build the social presence

Content that shows who they are, at the quality level the claim implies.

10

Answer the "Why are we different?" question directly

State the difference plainly, somewhere a visitor cannot miss it.

The position.

Compete is not selling health logging. It is selling the experience of competing against the version of yourself that used to quit, with someone else holding you to it.

That is a category of one, and the current positioning gives it away. Marketed as another AI-powered tracking app, Compete enters a crowded field where established products have already executed well. Marketed as an accountability engine, it enters a field it defines.

The brand should also carry itself accordingly. The tone in every room should be a company empowering people to do better, not a company selling an app.

Compete's job is not
to be the products
that came before it.

Their story is only
theirs, and it is the
one thing no
competitor can build.