Protocol Dracarys

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ACKNOWLEDGMENTS

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PROBLEM STATEMENT

"How might the **competitor** adjust itspricing if **Vanguard** lowers fees on index funds?"

- Observe **The Vanguard Effect** on a fund-by-fund basis
- See how a **fee change** for one Vanguard fund impacts the expense ratio of its competitors' funds
- Expand to observe competitor responses to other **strategic decisions** (eventually)

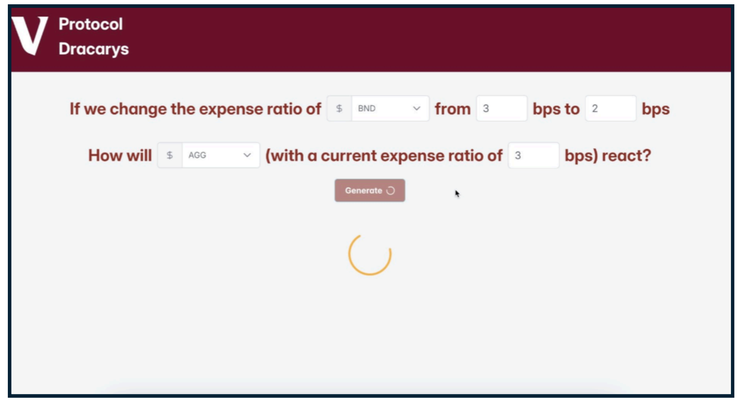
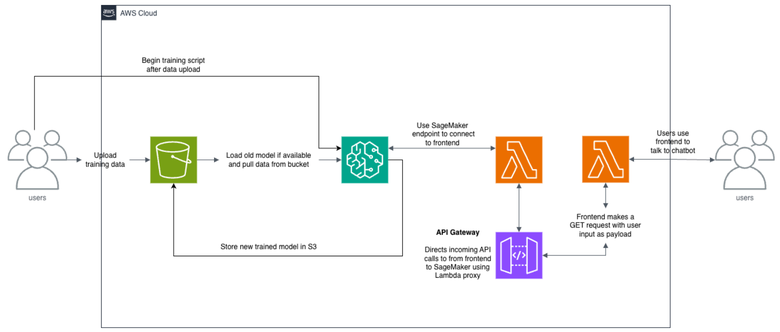
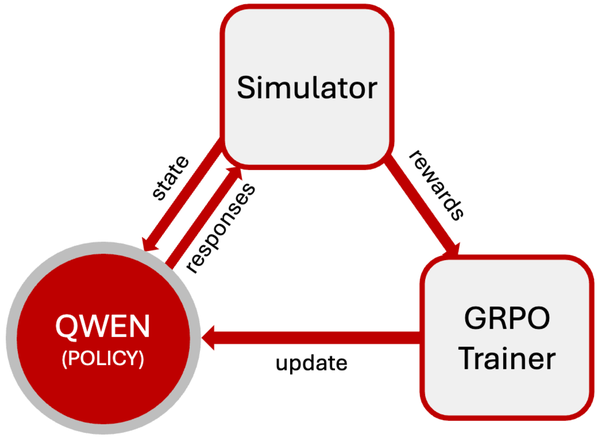
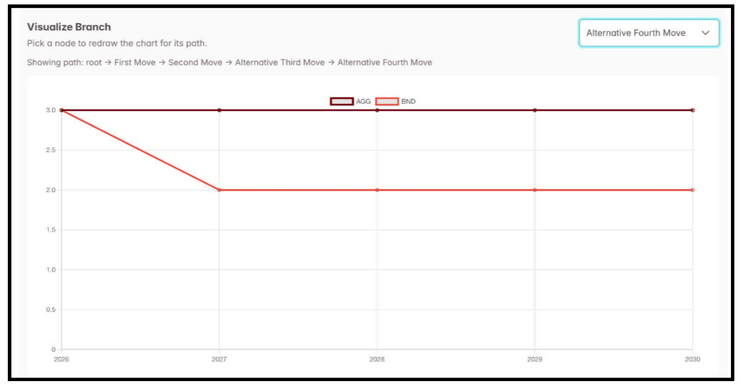
SOLUTION

A **digital twin** of the competitor to enable wargaming, scenario testing, and strategic foresight aligned with the Competitive Strategy & Intelligence team.

Data sources:

- FactSet through the LeBow College license
- CRSP Mutual Fund Database through WRDS
- Yahoo Finance for market and pricing data
- SEC filings for regulatory and fund disclosures

DEMO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