

Minnow vs. the field

Minnow is being compared against Oso & Me, Little English. This first-pass teardown found 20 visible competitor price points from public storefront data. The strongest immediate move is to compare overlap products, then use repeated competitor categories as merchandising tests. This PDF is generated by the RivalDrop order runner and includes the evidence quality so nobody mistakes guesswork for gospel.

ORDER

**agency-
sample-
minnow-
2026-06-25**

PACKAGE

Standard

COMPETITORS

2

GENERATED

July 4, 2026

What matters first

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CRITICAL: Audit direct price overlaps first

We captured 20 visible competitor prices across 2 reachable stores. Compare overlapping SKUs against your margin floor before changing ad spend.

Next 48 hours

HIGH: Turn catalog gaps into merchandising tests

Products that repeat across multiple competitor catalogs are demand signals. Do not copy them blindly, but use them to decide what bundle, color, or add-on to test next.

Next 2 weeks

MEDIUM: Save this as the baseline

If you rerun this report next month, compare against this baseline to catch price movement and new product pushes.

Ongoing

Oso & Me

<https://www.osoandme.com/>

PRICING MAP

PRODUCT	PRICE	NOTE
Cook in a Book, Pancakes	\$26.00	Shopify products.json
Hardcover Book, Popcorn	\$22.00	Shopify products.json
My First Duffle, Petal	\$48.00	Shopify products.json
Play With Your Food Set, Eat Your Veggies	\$46.00	Shopify products.json
Play With Your Food Set, Tula's Pasta	\$46.00	Shopify products.json
Play With Your Food Set, Cut a Carrot	\$46.00	Shopify products.json
Play With Your Food Set, It's Movie Time	\$46.00	Shopify products.json
Steiff Small Stuffie, Wittie Owl	\$48.00	Shopify products.json

CATALOG SIGNALS

- Cook in a Book, Pancakes
- Hardcover Book, Popcorn
- My First Duffle, Petal

8 visible products or variants captured from the public storefront.

SEO GAP

SEO gap scan is enabled for this tier; manual v1 records target page families for follow-up enrichment.

Baseline run only. Future follow-up reports compare movement against this artifact.

EVIDENCE QUALITY

Pricing confidence 72%. Use this as a first-pass teardown, not a legal audit.

Public storefront data only. No buyer or competitor login required.

Little English

<https://www.littleenglish.com/>

PRICING MAP

PRODUCT	PRICE	NOTE
Bow Sash - White	\$22.00	Shopify products.json
Bow Tie - Light Blue	\$32.00	Shopify products.json
Bow Sash - Light Pink	\$22.00	Shopify products.json
Biz Dress - Blue Jacquard	\$56.00	8 variants
Evie Dress - Patriotic Plaid	\$50.40	8 variants
Embroidered Bow Back Bloomer Set - Watermelon	\$58.80	9 variants
Applique Pocket T-Shirt Dress - Watermelon	\$33.60	11 variants
Louis Sunsuit - Red Windowpane	\$40.60	7 variants

CATALOG SIGNALS

- Bow Sash - White
- Bow Tie - Light Blue
- Bow Sash - Light Pink

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