BiScope – Niche Evaluation & Decision

Author: Alaa Taha\ **Platform:** Google Drive → n8n → Gemini → HTML/PDF\ **Scope:** Dual-report Ingestion • AI Verdict (KEEP/DROP) • One-page PDF Output

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1) Overview

BiScope evaluates a market **niche** by reading two research reports (city-level and country-level), generating a concise **KEEP or DROP** verdict with rationale, and exporting a one-page PDF to Google Drive. The process standardizes decisions and speeds up go/no-go calls for new niches.

Flow: `Form Trigger` → `Download Files (Drive)` → `Extract Text` → `Gemini Decision Maker` → `Markdown → HTML → PDF` → `Upload to Drive`

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2) Inputs & Outputs

Inputs

- City-level niche report (PDF)
- Country-level niche report (PDF)
- Metadata from form (niche/topic, date)

Outputs

- **PDF (1 page):** *BiScope Verdict – {{Niche}} – {{Date}}.pdf*
- Header: **KEEP** or **DROP**
- Bullet rationale (3–5 points)
- Notable risks/assumptions
- Source files referenced (filenames)

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3) Architecture & Flow (n8n)

- **Form Trigger** receives niche + file references.
- **Drive Download ×2** pulls both PDFs.
- **Extract from File ×2** converts PDFs to text for analysis.
- **Gemini-powered Decision Maker** compares signals from both reports and returns a structured JSON/Markdown summary.
- **Markdown → HTML** formatting for layout.
- **HTML → PDF** conversion (API call).
- **Upload to Drive** with a standardized filename.

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4) Decision Logic (summary)

- Model evaluates key factors defined in prompt (e.g., market size/growth, competition intensity, demand signals, barriers, expected ROI window).
- Produces a **KEEP / DROP** verdict + short rationale and risk notes.
- Output is concise, action-oriented, and consistent across niches.

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5) Business Impact

- **Faster decisions:** turn two long reports into a one-page executive verdict.
- **Consistency:** standardized criteria across markets.
- **Documentation:** PDF artifact for stakeholders, audits, and future reviews.

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6) Future Enhancements

- Adjustable weighting per factor (e.g., prioritize TAM vs. competition).
- Optional charts (search trends, price bands) embedded in the PDF.
- Auto-log to Airtable/Sheets for tracking verdict history.

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