

Caprae Capital LeadGen Challenge – 5 Hour Build

Armaan Pratik Pasayat

Approach Overview

This project is a focused 5-hour implementation to replicate and enhance the value proposition of [SaaSquatchLeads](#). The goal was to build a lightweight, modular CLI-based lead scraping and email enrichment tool that prioritizes **accuracy, clarity, and exportability** for B2B use cases.

Feature Selection & Design Choices

- **Lead Scraping via Google Dorks + SerpAPI:**
Using queries like `site: linkedin.com/in "Role" "Company"` to extract organic search results for professional profiles, a method that is robust and avoids LinkedIn's direct scraping restrictions.
 - **Email Guessing Module:**
A rule-based generator that predicts emails using common corporate formats (e.g. {first}.{last}@domain.com). While not verified, this provides a quick lead enrichment layer.
 - **Batch Input for Role + Company:**
Enables quick targeting of high-intent personas using a .csv file, simplifying outreach strategy testing.
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Technical Stack

- Python 3.10
 - SerpAPI for search engine results
 - .env file for API key handling
 - CSV input/output for business-friendly formats
 - CLI interface for fast execution
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Output Example

The tool returns structured leads with:

- Full Name
- Title
- Company
- LinkedIn URL
- Predicted Email

This is exported in leads_output.csv for use with any CRM or outreach platform.

Limitations & Future Work

- Emails are **heuristically guessed**, not verified
 - Could benefit from:
 - Email validation API (e.g., Hunter.io)
 - Simple GUI or Streamlit front-end
 - Domain guesser via Clearbit or web scraping
 - Pagination and deduplication
 - CRM auto-export (e.g., Salesforce integration)
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Why This Tool Works for Business

The design reflects real-world B2B sales team workflows:

- Rapid targeting
- Data in usable format
- Exportable and automatable

The modularity allows integration into larger leadgen systems or cold outreach funnels, especially for founder-led teams and micro-PE firms.