Product Requirements Document

AI-Powered Pitch Writer Web Application

Nexium AI-First Web Development Internship 2025

Final Project

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Product Overview

Objective

The Pitch Writer is an AI-powered web application that enables users—startups, marketers, students, and sales professionals—to generate clear, effective business pitches within seconds.

Why It Matters

Crafting business pitches is time-consuming and often intimidating. This app automates that process by using Large Language Models (LLMs) to transform simple business descriptions into polished pitches across multiple tones (casual, formal, persuasive). The platform prioritizes ease of use, offering login via a magic link, pitch generation via a simple form, and storage of generated content for future reference. It is designed with scalability in mind, using Supabase for authentication and metadata storage, MongoDB for flexible content storage, and CI/CD deployment via Vercel.

Key Features

Authentication

- Magic link (email login) via Supabase Auth.

Core Functionality

- Business idea → AI-generated pitch.
- Tone selection (Casual, Formal, Persuasive).
- Save/store past pitches (user history).
- Regenerate pitch variations.

AI Integration

- n8n workflow triggered by form submission:
  - Input sent to GPT-4 or similar model.
  - Response returned and displayed.
- Option for multiple tone-specific prompt templates.

Data Management

- **Supabase:**
  - Authentication + basic user profile storage.
  - History metadata (timestamp, tone, short description).
- **MongoDB:**
  - Store full pitch content and revisions.

Deployment

- Vercel with CI/CD pipeline.
- Automatic deploy on push to main branch.

User Journey

1. User visits app.
2. Logs in with magic link.
3. Enters business/product description.
4. Selects pitch tone.
5. Clicks "Generate Pitch."
6. AI response is shown.
7. User can copy, save, or regenerate.
8. Access saved pitches via History tab.

Technical Stack

Component	Tool/Tech
Frontend	Next.js + Tailwind CSS + ShadCN UI
Backend/API	n8n hosted workflow + GPT-4 (or other similar model; subject to change)
Auth	Supabase
Database	MongoDB + Supabase
Hosting	Vercel
CI/CD	Vercel Git integration

n8n Workflow Outline

Trigger

HTTP Webhook triggered by form submission.

Steps

- Receive input: business description + tone.
- Format prompt dynamically.
- Send request to GPT API.
- Store response in MongoDB.
- Return response to frontend.

UI/UX Requirements

- Clean, minimal UI.

- Components:
  - Login page.
  - Main form (idea input + tone dropdown + submit button).
  - Results page (with regenerate and save options).
  - History page (previous pitches list).
- Loading states + toast notifications.

Non-Functional Requirements

- Response time under 5 seconds (AI latency + app).
- Modular design: independent deployment of backend, frontend, AI logic.
- Reliable authentication and session handling.
- Encrypted storage of user data where applicable.
- Clean, documented codebase.
- CI/CD pipeline auto-deploys on merge to main branches.

Milestones

Phase	Tasks
PRD + Wireframes	PRD document, Figma wireframes uploaded.
Backend & DB Setup	Supabase setup, MongoDB collections, API endpoints.
Frontend UI	Login, pitch form, results page, history page UI components.

AI Logic + Testing	n8n workflows connected to frontend, AI integration tested.
Public Demo Live	Live Vercel deployment shared publicly.
Docs + Loom Walkthrough	Complete documentation, Loom walkthrough link added to main repo README.