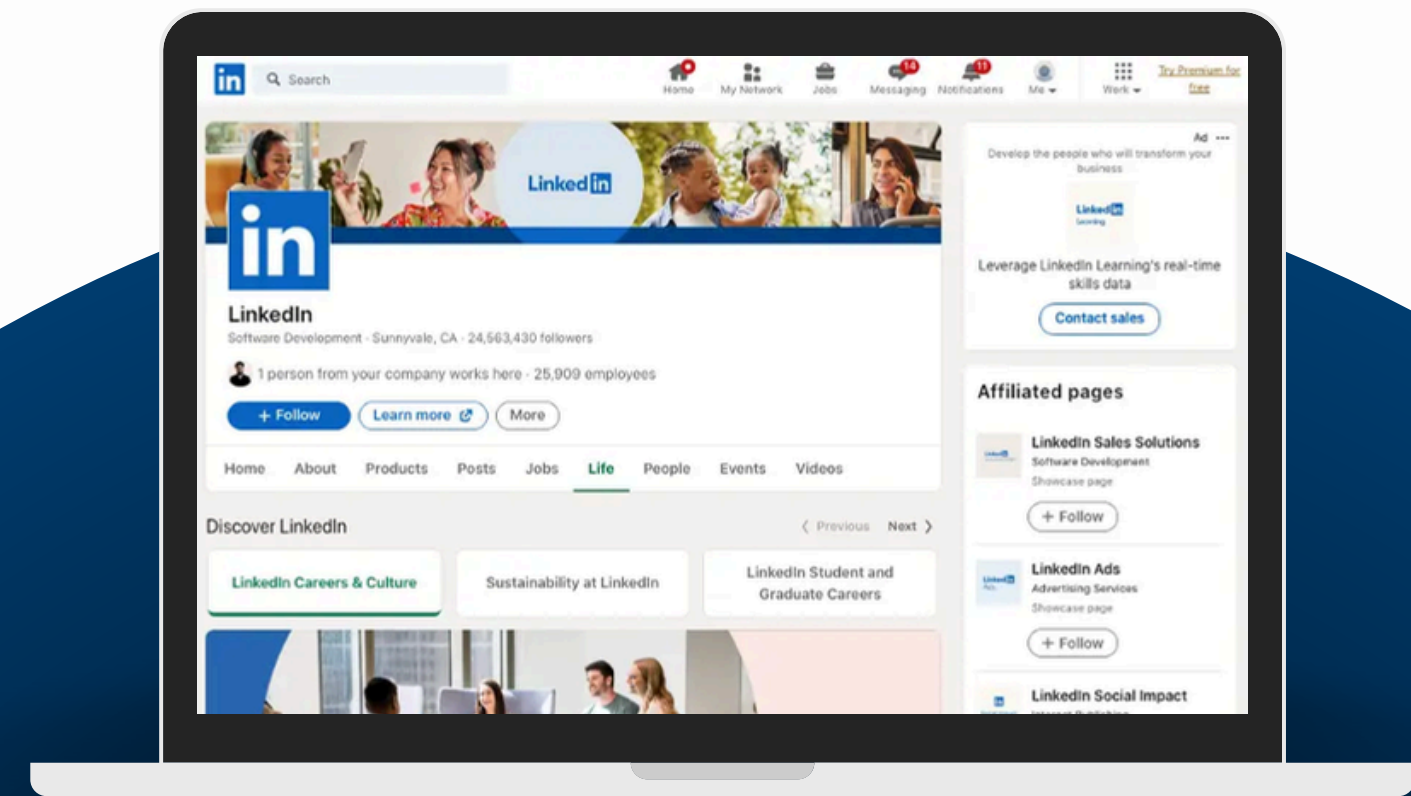


# BrandMate

Multi-Agent GenAI for Strategic LinkedIn Branding

- Aruni Saxena
- Paarth Patel
- Rishi Barapatre
- Anandita Saolapurkar

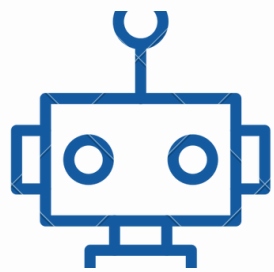


# Problems Influencers Face

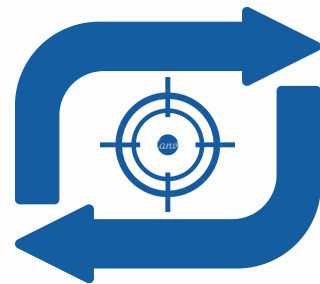
1. Inconsistent brand messaging
2. Difficulty keeping up with trends
3. Poor post performance insight
4. Burnout from manual content creation



# How Agentic AI Helps ?



**Specialized agents  
handle distinct tasks**



**Optimized content  
through feedback  
loops**

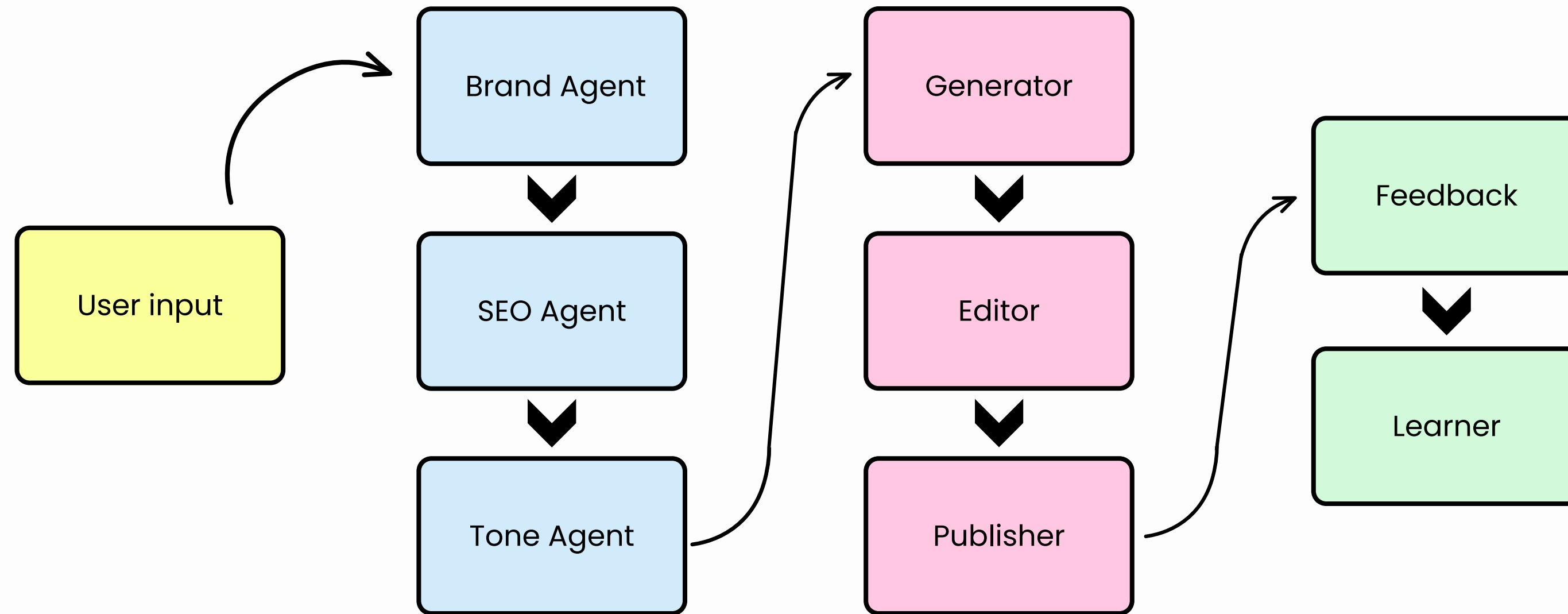


**Personalized tone &  
trend-aware writing**



**Content evolves with  
performance data**

# Inside 👍 BrandMate : Multi-Agent Workflow






# BrandMate – Your LinkedIn Growth Partner

 I want to grow my LinkedIn to attract startup founders and land speaking opportunities. Can you help me create content that stands out?

 Hey! I'm BrandMate, your branding partner here to make your LinkedIn profile pop! I've got a crew of AI experts ready to craft a post that'll catch the eye of startup founders and get those speaking invites rolling in. Picture us as your creative brain trust—let's build something that sparks conversations and opens doors. Ready to get started?

 **Brand Strategist**: Hi, I'm the Brand Strategist, and my job is to find the perfect angle to make you shine. Startup founders are drawn to real, gritty stories from the trenches. After analyzing their interests, I'm proposing a post about your fundraising experiences—something like "5 VC pitches, 5 lessons: How I learned to nail the ask." It's authentic, relatable, and screams 'this person's got insights worth hearing.' It'll position you as a go-to speaker for startup events. Thoughts?

 **SEO Specialist**: Yo, I'm the SEO Specialist, here to make your post discoverable! I just pulled real-time LinkedIn data to find what's trending among founders. Here's the scoop:

- Keyword: 'VC pitch tips' - Search volume: ~8,200/month, Trend Score: 92/100 (rising fast)
- Keyword: 'fundraising strategy' - Search volume: ~6,500/month, Trend Score: 85/100
- Keyword: 'startup growth' - Search volume: ~10,100/month, Trend Score: 88/100



🗣️ **"Tone Expert"**: Hey there, I'm the Tone Expert, crafting the voice of your post. Founders want bold, no-BS insights with a human touch. I'm going for a tone that's **"confident, authentic, and mentor-like"**—think of you sharing hard-earned wisdom at a startup conference happy hour. We'll hook them with a personal story and keep it punchy to hold their attention. It's like telling a friend, 'Here's what I learned the hard way.' Ready to bring that energy?

👉 **"Content Creator"**: I'm the Content Creator, here to bring this post to life! I'm combining the Brand Strategist's angle, the SEO keywords, and that mentor-like tone. Picture this: you open with a raw moment from a VC pitch that went sideways, then share five actionable lessons that founders can use. I'll add a call-to-action to get comments rolling. Working on a draft now—give me a moment to make it epic!

📝 **"Content Creator"**: Here's your post! It's got a raw story, actionable tips, and a hook to get founders talking. Ready to make an impact?

🚀 *5 VC Pitches, 5 Lessons: How I Learned to Nail the Ask*

Last month, I walked into a VC pitch with a killer deck and sky-high confidence. Then, my first slide froze. 🤖 The room went silent, and I felt the heat of 10 eyes on me. That moment taught me more about fundraising than any playbook. Here are my top 5 lessons for founders:

**1 Your story is everything.** VCs don't just invest in products—they back visions. My best pitch wasn't perfect; it was the one where I shared why my startup is my life's mission. **2 Energy wins.** A slick deck is nice, but your passion and clarity close the deal. Practice until you can deliver your pitch with fire, even if the projector fails. **3 Know your numbers cold.** One VC grilled me on unit economics, and I stumbled. Now, I prep like it's a PhD defense—every metric, crystal clear. **4 Rejections are data.** Each 'no' revealed gaps in my pitch, like vague traction or weak financials. Use feedback to sharpen your game. **5 Build relationships first.** The VC who said 'yes' wasn't a stranger—I'd connected with them months earlier over coffee. Warm intros beat cold emails every time.

Founders, your pitch is your chance to shine. Make it bold, make it real, and own the room. What's the toughest pitch lesson you've learned? Drop it below—I'd love to hear your stories! 💬

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#VCPitchMaster #StartupLessons #FundraisingPro

✍️ **"Editor"**: Editor here, putting the final polish on your post! I've trimmed fluffy words, added emojis for visual flair, and structured it with clear sections for easy reading. I also sharpened the call-to-action to spark more comments—like asking founders to share their own pitch stories. It's now a lean, mean engagement machine. Ready to check it out?

📊 **"Analytics Guru"**: Analytics Guru stepping in! Based on LinkedIn's algorithm and trends, your post is poised for impact: ~6,000 impressions, 500 likes, 80 comments, and 35 shares. For max reach, post on Tuesday at 8:30 AM PST—data shows that's when founders are most active. I also ran

💬 **Feedback Specialist**: Hey, Feedback Specialist here with the final review. Your post scores a **0.95/1.0** for clarity, engagement, and SEO—top-tier stuff! 🏆 For your next post, try a carousel with pitch deck snippets to boost shares by ~30%. It's a great way to stand out at speaking gigs. Any last tweaks before we wrap this up?

🚀 **BrandMate**: We've nailed it! Your LinkedIn post is ready to light up feeds and get those speaking invites pouring in. You can copy it, download it, or share it directly. Want to craft another post with a new angle, maybe about scaling startups? Just hit 'New Post,' and we'll dive back in!

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# **VCPitchMaster** #StartupLessons #FundraisingPro

📄 Download Post



# Inside BrandMate : Final Deliverables

- 01 SEO-optimized post text
- 02 Recommended hashtags
- 03 Schedule-to-post
- 04 Performance Tracker
- 05 Feedback dashboard

# Techstack

Layer	Tool/Technology
Agent Framework	LangGraph
LLM Backend	SERPAPI
SEO Tooling	Google Trends
UI	Streamlit



LangGraph



LangChain



Streamlit

# Overall impact

Area	Before	After
Time to create a post	~3–4 hours	< 15 minutes
Post performance insights	Manual brainwork	Real-time metrics + reinforcement learning
SEO optimization	Applied with the help of third party services / not applied	Automated, dynamic keyword and trend integration
Brand consistency	Inconsistent	Tone/style aligned with goals via strategy agents



*Thank you !  
Any Questions?*

# Resource Page

