**AI-based Contact Sourcing and BANT Insights for Exhibitors selling high tech scientific equipment**

**Overview**

Scientific instrument manufacturers face challenges in generating high-quality leads during conferences, leading to inefficiencies in their solution-based sales cycles (3–12 months). This business offers an AI-driven platform that sources, ranks, and profiles leads with BANT insights (Budget, Authority, Need, Timeline), enabling effective engagement before, during, and after scientific conferences.

**Key Features**

1. **AI Solution Matching**: Processes solutions/applications from PDFs, Word Docs, or weblinks, extracts relevant data (e.g., blogs, white papers), and applies buyer-defined keywords for precise filtering.
2. **Contact Sourcing**: Scrapes and ranks PIs, research groups, and academic institutes across 7 key markets (EU, USA, India, Brazil, Mexico, Canada, China) based on solution relevance.
3. **BANT Profiling**:
   * **Budget**: Identifies grant or funding availability.
   * **Authority**: Assesses decision-making power.
   * **Need**: Matches research focus to the company’s offerings.
   * **Timeline**: Estimates decision timelines.
4. **Conference Engagement**: Supports exhibitors with curated, ranked contacts and real-time lead scoring for impactful engagement.

**Revenue Model**

* **Contact Sourcing (Pricing A)**: $5/lead.
* **BANT Profiling (Pricing B)**: $15/lead.
* **Subscription Plans**: Monthly/annual options for exhibitors. $0 per Contact and $5 per lead in BANT profiling
* **Conference Services**: Customized pricing for enhanced engagement.

**Pilot Plan**

* Test at 10–15 conferences over 3 months.
* Measure lead relevance, conversion rates, and sales cycle impact.
* Use feedback to refine the product.

**Target Market**

* **Geography**: EU, USA, India, Brazil, Mexico, Canada, China.
* **Segments**: Scientific instrument manufacturers exhibiting at conferences in life sciences, material sciences, and engineering sectors.

**Business Opportunity**

This platform enables manufacturers to maximize ROI from conferences by identifying and engaging high-quality leads aligned with their solutions. By leveraging AI and the BANT framework, it improves lead relevance, shortens sales cycles, and enhances customer acquisition.