

# The Kelp “Automated Deal Flow” Challenge

## AI & M&A Automation Hackathon | Jan 2026

**Organized by:** Kelp (M&A & Investment Solutions) **Prize Pool:** ₹1,60,000 **Duration:** 3 Weeks

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### 1. The Problem Statement

In the high-stakes world of Mergers & Acquisitions (M&A), speed and precision are currency. Investment advisors currently spend countless hours manually researching target companies, extracting financial data, and formatting “Investment Teasers”—brief, 3-slide summaries used to pitch assets to potential buyers anonymously.

**Kelp** is disrupting this workflow. We are asking you to replace the manual grind with an intelligent AI Agent.

**The Goal:** Build a software pipeline (Python preferred) that accepts a **Company Name** and a **Provided Data Pack** as input, and automatically generates a fully formatted, **3-slide “Blind” Investment Teaser PPT**.

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### 2. The Challenge Workflow (Mandatory Requirements)

Your AI pipeline must autonomously execute the following steps for **any** given company. Missing any step will result in disqualification.

#### 1. Hybrid Data Ingestion:

- **Private Data Layer:** The AI must ingest structured datasets provided by Kelp (Excel/PDFs containing *Financials, Credit Reports, and Past Deal Information*).
- **Public Data Layer:** For qualitative aspects (Business Model, Products, Market Sentiment), the AI must crawl public sources (Company Website, Blogs).

#### 2. Visual Intelligence:

The AI must source high-quality, relevant images to visually represent the business.

- **Focus:** Images should depict **Products, Manufacturing Plants, or R&D Facilities** relevant to the sector.
- **Constraint:** Images must be generic enough to not reveal the specific identity (e.g., no visible logos on factory walls).

#### 3. Context-Aware Structuring:

The AI must determine the most relevant sections based on the company type (See *Section 3* for examples).

4. **The “Blind” Factor:** All text must be rewritten to anonymize the company while keeping the data accurate.
  5. **Editable PPT Generation:** The final output must be a fully editable PowerPoint (.pptx) file containing native charts/graphs where applicable. Strict adherence to the **Kelp Branding Guidelines** (Colors, Fonts, Footer) must be programmatically enforced.
  6. **Citation Generation:** In parallel to the PPT, the code must generate a separate **Citation Document** (Word/PDF) linking every claim and number to its source.
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### 3. Sector-Specific Slide Examples

Your AI must detect the sector and populate the slides with the correct “High-Value” information. Below are two examples of how the 3-slide structure should adapt:

#### **Scenario A: Manufacturing / Specialty Chemicals**

*(Reference: Similar to a B2B Ingredient Manufacturer)*

- **Slide 1: Business Profile & Infrastructure**
  - *Key Visuals:* Images of chemical facilities, R&D labs, or raw material processing.
  - *Key Sections:* Product Segments (e.g., Lecithin, Phospholipids), End-User Industries (Paints, Pharma, Nutrition), and Manufacturing footprint (e.g., “5 state-of-the-art facilities”).
- **Slide 2: Financial & Operational Scale**
  - *Graphs/Infographics:* A Bar chart showing Revenue Growth (CAGR ~15%+) and EBITDA Margins (20%+).
  - *Key Metrics:* Export contribution (e.g., “45% revenue from exports”), Certification badges (GMP+, FSSC 22000), and Customer count (600+).
- **Slide 3: Investment Highlights**
  - *The Hook:* “Proprietary product portfolio with high entry barriers,” “Strategic location enabling low logistics costs,” and “Robust financial performance with industry-leading margins.”

#### **Scenario B: D2C Consumer Brand**

*(Reference: Similar to a Health/Wellness E-Commerce Brand)*

- **Slide 1: Brand Overview & Market Presence**
  - *Key Visuals:* Lifestyle shots of wellness products, packaging close-ups (anonymized), or digital storefront mockups.
  - *Key Sections:* Portfolio Mix (Men’s Wellness, Skin Care, Immunity), Channel Presence (Amazon, Flipkart, Own Website), and Certification Logos (USDA Organic, Non-GMO).

- **Slide 2: Growth & Unit Economics**
  - *Graphs/Infographics:* A chart showing “Bottles Sold” growth or “Revenue Growth” (CAGR ~65%).
  - *Key Metrics:* Customer Loyalty (Repeat Rate 35%+), Unit Economics (LTV/CAC > 7x), and Average Order Value (₹600+).
- **Slide 3: Investment Highlights**
  - *The Hook:* “Ranked Top 3 in key categories on Amazon,” “Profitable operations with 70%+ Gross Margins,” and “Significant whitespace opportunity in the \$4Bn+ dietary supplements market.”

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## 4. The Test Suite (5 Companies)

For the final submission, your tool will be tested against **5 Distinct Target Companies** across different sectors (e.g., Manufacturing, Tech, Consumer Goods, Pharma, Logistics).

**Logistics:** - Upon registration, teams will receive a **“Data Pack”** for these 5 companies. - This pack will contain proprietary files (Balance Sheets, Credit Ratings, M&A History) that are *not* publicly available. - Your AI must synthesize this **Private Data** with **Public Web Data** (blogs/websites) to create the final teaser.

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## 5. Submission Deliverables

1. **Source Code:** GitHub link or Zip file containing your scripts/agents.
2. **The Output PPTs:** A folder containing the 5 generated .pptx teasers (one for each test company).
3. **The Citation Docs:** 5 separate documents listing sources for the data used.
4. Participants are free to use any free or paid online APIs to achieve results, but the cost incurred must not exceed **₹100 per presentation** (approximately 5 slides). Better quality achieved with a lower budget will be rewarded.

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## 6. Evaluation Matrix

Criteria	Weightage	Description
<b>Editable PPT Generation</b>	30%	Is the output a high-quality, editable PowerPoint with native charts/graphs? (No static screenshots of text).
<b>Adaptability (Sector Logic)</b>	25%	Does the AI choose the right metrics and

Criteria	Weightage	Description
		structure for the specific industry?
<b>Data Fusion Capability</b>	20%	How well does the AI combine the <i>Provided Private Data</i> with <i>Scraped Public Data</i> ?
<b>Anonymization &amp; Writing</b>	15%	How smart is the AI at anonymizing and creating content perfect for presentations?
<b>Citation Integrity</b>	10%	Are the claims backed by valid URLs or File references?

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## Attachment A: Kelp Branding Guidelines

**1. Brand Identity - Logo:** The “Kelp” logo (use a text placeholder) must appear on the **Top** of every slide. - **Footer:** Every slide must contain the text: “*Strictly Private & Confidential – Prepared by Kelp M&A Team*” in the bottom center (Size 9pt).

**2. Color Palette - Primary (Covers/Overlays):** Dark Indigo/Violet with geometric overlays. - **Secondary (Accents):** Pink-to-Orange Gradient (Brand) and Cyan Blue (Icons). - **Background:** Clean White for content slides. - **Text:** White (on covers), Dark Grey (on body).

**3. Typography - Headings:** Arial Bold (Size 20-24). - **Body Text:** Arial Regular / Aptos (Size 10-12).

**4. Layout Principles - Information Density:** Avoid large walls of text. Use bullet points and split the slide into 3-4 distinct quadrants or columns. - **Imagery:** Images must be clean, rectangular, and “Full Bleed” (stretching to the edge) where appropriate, or contained in neat grids. - **Anonymity:** **NO** logos of the target company. **NO** Mention of the specific Company Name in the slides.