Project Rationale: SaaSquatch - Smart Lead Intelligence Tool

SaaSquatch is a smart lead intelligence platform designed to help B2B SaaS businesses discover, analyze, and qualify potential leads more efficiently. Traditional lead generation methods are either too manual, inconsistent, or based on outdated CRM integrations. SaaSquatch aims to disrupt this process using API-powered data pipelines and LLM-based insight generation.

The platform fetches company data based on user-defined filters such as industry and location. It then enriches the data by pulling contact details, relevant news, and funding information through APIs like People Data Labs, Hunter.io, and GNews. To convert data into insight, OpenAI models are used to extract pain points, company values, and suggest custom-fit services. Finally, each lead is rated with a smart score and displayed with a clean React interface powered by a Django backend.

This tool eliminates manual research overhead, streamlines lead qualification, and gives growth teams instant, actionable insights to personalize their outreach.

In short, SaaSquatch empowers marketing and sales professionals with modern intelligence tools to discover high-potential leads and act on them faster.