



Rethink Sales or Support features within a CRM using AI.

Salesmate is a cloud-based customer relationship management (CRM) and marketing automation software that helps businesses streamline their sales processes and manage customer interactions. It offers features such as lead and opportunity management, contact management, email tracking, sales forecasting, and reporting.

With Salesmate, sales teams can track leads, manage deals and sales pipelines, schedule appointments, automate follow-up tasks, and collaborate with team members. Overall, Salesmate is designed to help businesses increase their sales productivity, improve customer relationships, and ultimately grow their revenue.

You can learn more about Salesmate Features over here: <https://www.salesmate.io>

You have to build an idea or feature around the AI which enhances features of CRM to deliver better Sales, Marketing, or Support functionality to its customers.

You will be judged on the following criteria:

1. **Innovation:** How innovative and original is the AI-based solution? Does it offer a new approach to solving a problem or addressing a need?
2. **Business Value:** How much business value does the AI-based solution offer? Does it have the potential to solve a real-world problem or address a significant need in the market?
3. **Usability:** How user-friendly and intuitive is the AI-based solution? Can it be easily integrated into existing workflows and systems?
4. **Scalability:** How scalable is the AI-based solution? Can it handle large datasets, multiple users, and complex workflows?
5. **Accuracy and Performance:** How accurate and performant is the AI-based solution? Does it produce reliable results and perform well under different conditions?
6. **Ethical Considerations:** Does the AI-based solution consider ethical considerations such as privacy, bias, and fairness?
7. **Creativity and Presentation:** How creative and engaging is the presentation of the AI-based solution? Does it effectively communicate the solution and its benefits to the judges?

Pro Tip: Try to understand the day of a Salesperson or Support person within an organization and how they use a CRM. Once you know their day, you can apply the **Jobs To Do Framework** and create something which makes a difference.