



GEEK ROOM  
USAR

X



# GEEK VERSE LEAD LOOM

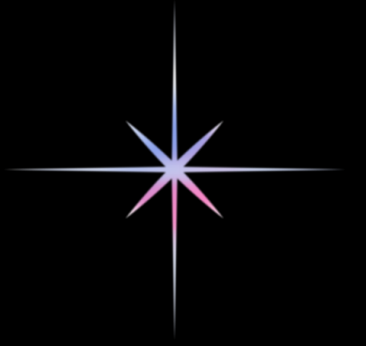
BLACK CODERS

KHUSHI SEHRAWAT

MSIT

AIML



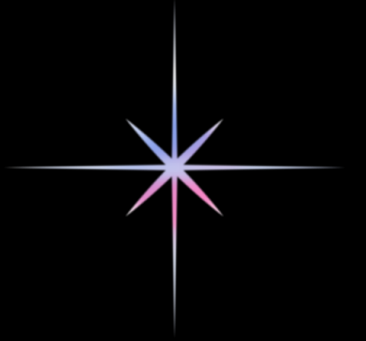


# Problem Statement

In today's fast-paced business environment, finding qualified leads and initiating outreach manually is inefficient, time-consuming, and often inconsistent. Startups and small businesses, in particular, lack the resources to deploy large sales teams for lead generation.

We aim to automate this process – generating leads, gathering contact information, initiating communication – to boost business development without heavy manual effort.





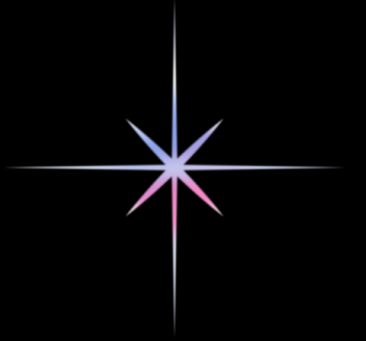
# Proposed Solution

We built an Agentic AI-driven Lead Generation and Outreach System that:

- Scrapes target data from company websites using a custom scraper.
- Filters and organizes leads based on predefined business criteria.
- Stores collected data neatly in Google Sheets for efficient management.
- Uses an AI-powered chatbot to autonomously craft customized outreach messages and business proposals.
- Prepares ready-to-send documents for client communication and outreach, including automatically generated PPTs.

Our Agentic AI system provides an end-to-end automation pipeline, streamlining the lead generation to outreach process, and empowering businesses to focus on conversions rather than manual searches





# Tech Stack

## CORE TOOLS

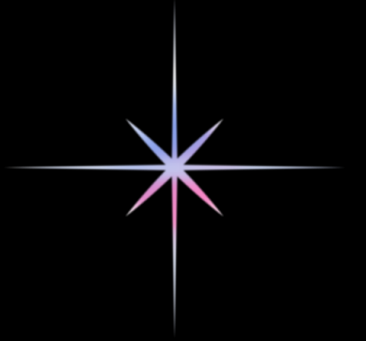
- Custom Scraper: Autonomous data extraction.
- Python: Backend scripting and automation.
- Google Sheets API: Automated storage and management of leads.
- AI Chatbot (LLM-Based): Personalized outreach content generation.
- LaTeX (Optional): Business proposal documents.
- PPT Generation API: Automatically generates tailored presentations.

## CATEGORIZATION

- Data Extraction: Scraper
- Data Management: Google Sheets (Automated)
- Automation Scripting: Python
- Content Creation: AI Chatbot
- Document Generation: LaTeX
- PPT Generation: Beautiful.ai (using Agentic AI)







# Economic Potential

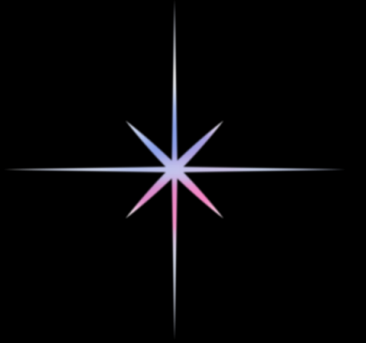
## Feasibility

- Built with open-source tools and APIs, easy to integrate and deploy.
- Requires minimal infrastructure – runs efficiently on basic cloud servers or on-premises.
- Agentic AI drives automation, overcoming challenges in scraper customization through adaptive learning.
- PPT generation feature automates report creation, reducing manual work.

## Viability

- Highly scalable: Agentic AI adapts across industries and datasets, supporting diverse business needs.
- Sustainable: As digitization grows, the demand for automated lead generation powered by Agentic AI will continue to rise.
- Future-proof: Seamless integration with CRM tools, advanced segmentation algorithms, and other automation systems ensures long-term growth and flexibility.





# Conclusion Summary

LeadLoom leverages Agentic AI to automate lead generation and outreach, replacing manual efforts with intelligent automation. The system integrates web scraping, data storage, AI-driven content creation, and PPT generation for streamlined, professional presentations. Scalable and sustainable, LeadLoom adapts to various industries and ensures long-term growth. With minimal infrastructure requirements and future-proof integration with CRM tools, it's an efficient solution for businesses to optimize their lead generation process.

# Team Details

KHUSHI SEHRAWAT (LEADER)

KRISH ARYA

KASHIKA MALHOTRA

PREETI SINGH