

Caprae AI Challenge Report

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Objective - The goal was to enhance a lead generation tool (SaaSquatch Leads - Beta version) by analyzing its existing functionality and developing an improved version that delivers more value to sales teams within a limited 5-hour development window.

Approach - I studied the beta version of SaaSquatch Leads to understand what data it collects, how it works, and what features are currently available. I used mock data and built a full-stack tool using Flask for the backend and Vite + React (with Chakra UI) for the frontend.

Reverse Engineering - I examined the network activity and console behavior of the existing tool, reviewed the page structure via inspect element, and noted the sources it likely scrapes from (e.g., LinkedIn, Apollo, Google Maps). I documented missing features and UI design patterns to inform the improvements.

Enhancements Made -

- Added keyword and tech stack-based filtering
- Introduced visible credit count display
- Implemented loading states and error handling
- Enabled CSV export
- Improved UI using Chakra UI for a cleaner, more responsive experience

Preprocessing Data - Leads were stored in a mock JSON file and filtered based on user input fields. The backend handled query parameters and returned relevant leads based on tech stack, location, or keywords. This simulates how actual APIs or scrapers would deliver structured results.

Evaluation & Future Work - The tool now provides more focused, actionable lead results with a smoother UX. Future improvements could include scraping from live sources, deduplication, contact enrichment, and building a Chrome extension or CRM integration for real-world deployment

I chose to replicate and enhance the lead filtering and display functionality, as these directly impact the user's ability to find high-quality, relevant leads quickly. By adding keyword and tech stack-based filters, along with mock credit tracking and a polished UI, I aimed to bring in features that reflect real-world sales workflows — speed, precision, and clarity. These improvements reduce noise, improve efficiency, and make the tool more actionable for business development teams.