

SaaSquatch Lead Intelligence Tool

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1. Objective

To improve the lead generation process by building a lightweight, modular pipeline that:

- Validates contact information
- Enriches business context
- Scores and ranks leads based on role importance, domain type, and data quality

This tool was inspired by the SaaSquatch Leads demo and simulates how **AI logic can be operationalized for actionable business use**.

2. Problem Targeted

Traditional lead scraping tools lack:

- Prioritization logic
- Role-specific targeting
- Data enrichment and validation

Caprae's M&A strategy relies on identifying high-value decision-makers. This tool helps surface those profiles instantly.

3. Feature Focus

Feature Developed: Lead Enrichment & Prioritization Pipeline

Key Modules:

- `verifier.py`: Email validation and duplicate removal
- `enrich_leads.py`: Enriches leads with mock industry data, company size, and role detection
- `ranker.py`: Assigns role-based weights, generates lead score, flags decision-makers

Why It Matters:

- Enables sales or investment teams to focus outreach on verified, high-ranking leads
 - Simulates enterprise-grade logic in a fast, prototype-ready form
 - Introduces AI-readiness by using logic-based scoring for business decisions
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4. AI Integration & Future Expansion

AI Readiness Features Already Embedded:

- Logic-driven lead scoring using business roles and domain insights
- Modular design allows seamless AI plug-in (e.g., model-based scoring or classification)

Proposed AI Enhancements:

- **Role Title Classification via NLP:** Using BERT/sentence-transformers to better understand and normalize job titles

- **Company Classification using LLMs:** GPT/LLM-based labeling of company type (e.g., SaaS, B2B) from website text
- **Predictive Lead Scoring Model:** Machine learning model trained on synthetic or real conversion data
- **AI Email Personalizer:** GPT-generated personalized cold outreach emails based on company data

Value of AI Enhancements:

- More accurate role and company matching
 - Personalized, higher-conversion outreach
 - Scalable decision support for sales/M&A targeting
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5. Real-World Value

- Mimics how a PE or investment firm can segment and score leads post-acquisition
 - Supports internal M&A research or outbound sales prospecting
 - Modular, scalable, interpretable — and now designed with AI integration in mind
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6. Tech Summary

- Python (Pandas for processing logic)
 - Bootstrap for frontend design
 - Manual trigger via main.py, simulating real-world pipeline execution
 - Flask-ready for web-based UX (optional upgrade path)
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7. Limitations

- Role detection currently uses basic keyword matching (can be upgraded with NLP)
 - No real-time scraping or API data (uses static enrichment for demo)
 - No trained ML model included yet (structure supports future addition)
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8. Time Used

 Approx. 3 hours 15 minutes total
(Scripting, data prep, Bootstrap UI, testing, video prep)

9. Conclusion

This submission demonstrates how lightweight AI logic and business reasoning can be applied to solve real-world B2B problems like lead generation and prioritization. While the current version is rule-based, it is fully modular and AI-ready — with clearly defined areas for future AI integration, including natural language processing, machine learning, and GPT automation.