

SaaSquatch Lead Intelligence Tool

Candidate: Mallikarjun Reddy Bardipuram (Sunny)

Date: June 2025

1. OBJECTIVE

To design a real-time, modular lead intelligence system that:

- Pulls actual business decision-makers via the Hunter.io API
- Scores and ranks them using AI-based zero-shot classification
- Outputs prioritized leads to accelerate deal-making or outbound sales

This project emulates how AI can be operationalized at scale to boost contact quality and outreach efficiency.

2. PROBLEM TARGETED

Traditional lead lists are static, outdated, or random. This tool solves the following:

- Lack of prioritization logic
- No real-time enrichment
- Inability to distinguish between CEOs and interns

Caprae's M&A workflows require high-signal decision-makers. This system automatically surfaces and ranks them.

3. FEATURE OVERVIEW

Live Hunter.io Enrichment

- Pulls real employee data from company domains
- Extracts name, role, email, LinkedIn, verification status

NLP-Based Role Scoring

- Uses BART-large-MNLI (zero-shot) to classify titles like "Founder" or "VP"
- Applies dynamic weights to prioritize decision-makers (e.g., C-suite > Manager)

Flask UI

- Dropdown-based company selector
 - Auto-triggers the enrichment and scoring pipeline
 - Clean, Bootstrap-powered UI
-

4. AI INTEGRATION & PIPELINE FLOW

Pipeline Flow:

Company → Hunter.io API → NLP Classification → Score → CSV → Web Output

NLP AI Used:

- **Model:** facebook/bart-large-mnli from Hugging Face
- **Framework:** PyTorch
- **Task:** Zero-shot classification into categories like "Founder", "Manager", etc.

Already AI-Ready:

- Model-based role understanding
- Dynamic scoring logic with interpretability

Future AI Upgrades:

- Fine-tuned transformers for custom role taxonomies
- LinkedIn public scraping for richer profiles
- GPT-generated cold email drafts per company

5. REAL-WORLD IMPACT

This tool acts like a real-time B2B lead refinery:

- Converts company name into high-value contact list
- Prioritizes outreach to verified C-level leads
- Ideal for PE firms, venture capital, sales orgs, and growth-stage companies

6. TECH SUMMARY

Component	Stack
Lead Enrichment	Hunter.io Domain Search API
NLP Role Detection	BART-large-MNLI (via PyTorch)
Web App	Flask + Bootstrap
Data Handling	pandas + CSV
Interface	HTML templates (index.html, company.html)

7. LIMITATIONS

- Hunter.io free tier limits data to 10 people/company

- No full LinkedIn scraping or CRM push (yet)
 - Role inference depends on title string (not resume-level insights)
-

8. TIME USED

4 hours 45 minutes, including:

- API integration
 - Prompt engineering for NLP classification
 - Pipeline testing
 - Flask UI build
 - Demo video + rationale document
-

9. CONCLUSION

This version of the SaaSquatch lead tool reflects real-world AI augmentation:

- Pulls live data
- Uses a real transformer model for classification
- Ranks leads meaningfully in seconds

The tool is modular, AI-ready, and production-scalable — and showcases how lightweight AI components can create immediate business value.
