SaaSquatch Lead Intelligence Tool

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Date: June 2025

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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 was inspired by the SaaSquatch Leads demo and aims to simulate how AI logic can be operationalized for actionable business use.

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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.

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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. Real-World Value

- Mimics how a PE firm can segment contacts post-acquisition

- Supports internal M&A research or sales prospecting

- Modular, scalable, and interpretable — built for future AI enhancement

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5. Tech Summary

- Python (Pandas for processing)

- Bootstrap for frontend design

- Manual trigger via main.py, simulating real-world pipeline execution

- Option to integrate Flask for full-stack UX

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6. Limitations

- Role detection is basic (keyword match)

- No live scraping or API integration

- Uses static company injection (prototype mode)

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7. Time Used

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

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8. Conclusion

This submission shows how lightweight AI logic and business reasoning can be applied to real-world B2B problems like lead generation and prioritization. The system is simple, clear, and ready for future extension into a production-grade intelligence tool.