

Caprae Capital – AI Internship Challenge Report

DealSignal Pro

Project Overview

DealSignal Pro is an **AI-powered** lead intelligence engine built in under 5 hours as part of **Caprae Capital**'s AI-readiness internship challenge. It helps private equity operators prioritize high-conversion targets using **business-driven scoring**, **value estimation**, and **AI-personalized messaging**. The tool reflects Caprae's operator-first ethos and **#BleedandBuild** strategy by segmenting leads into “**immediate action**” and “**nurture**” pathways.

Approach

- **Strategy:** Quality-first focus (1 core tool with multiple high-impact insights)
- **Architecture:** Python-based script (no UI) with CSV input/output
- **Feature Modules:**
 - LeadScore (Title + Industry + Company Size)
 - EstimatedValue = CompanyRevenue × 0.03 × WinProbability
 - NurtureCandidate (flag if score < 50)
 - CapraeLens (✓ if industry is SaaS, AI, Fintech)
 - GDPR flag based on country
 - AI Message Generator (based on role, industry, tone)

Dataset

Mock dataset with 3 B2B leads: Name, Title, Company, Industry, Location, CompanySize.
The tool adds: LeadScore, EstimatedValue, NurtureCandidate, CapraeLens, GDPR, Message.

Model & Logic

- **Lead Scoring:** Rule-based (Seniority: 40%, Industry: 30%, Size: 30%)
- **ROI:** Estimated as 3% of projected revenue × Win Probability
- **Messaging:** Context-aware messages based on lead attributes

Output Snapshot

- **Total Pipeline Value:** \$405,420
- **CapraeLens Matches:** 1
- **GDPR-Affected Leads:** 1
- **Nurture Candidates:** 0

Impact

DealSignal Pro saves sourcing teams hours by prioritizing qualified leads and generating compliant, personalized outreach. It aligns tightly with Caprae's thesis-driven deal approach. Future improvements could include CRM integration, API-based lead enrichment, and funding event alerts.

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