

# Caprae Capital AI Readiness Challenge - Report

## Problem Statement

Caprae Capital focuses on business transformation using AI and automation post-acquisition. Lead generation is a critical step in identifying potential outreach targets, and this project enhances that effort by building a custom scraping tool.

## Approach

I created a focused, web-based lead generation tool using:

- YellowPages as the target source
- Streamlit for an intuitive interface
- BeautifulSoup and requests for scraping

Users input a keyword (e.g., "lawyer") and a location (e.g., "Chicago, IL"), and the app scrapes and displays leads with:

- Business Name
- Phone Number
- Address

The data is then made downloadable as a deduplicated CSV file.

## Rationale

Rather than build a generic scraper, I focused on business utility and speed:

- Lead quality is more important than volume
- Results are export-ready for sales teams
- The app is scalable and easy to deploy

## Model or Tech

- No ML model used (not necessary)
- Stack: Python, Streamlit, requests, BeautifulSoup, pandas
- Could integrate ML later (lead scoring, intent classification)

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## Real-World Value

- Saves hours of manual search
- Enables efficient targeting for B2B outreach
- Can be extended to use email finders or CRM APIs

## Future Improvements

- Add email enrichment using APIs like Hunter.io or Clearbit
- Deploy publicly via Streamlit Cloud or Docker
- Support batch searches and lead scoring

## Status

Tool built in under 5 hours and tested successfully. Ready for deployment or integration.