



Avenir AI Solutions

Prospect Intelligence System

Version: 2.0.0

Last Updated: October 17, 2025

Status: **Production Ready**



System Overview

The Prospect Intelligence System is an autonomous pipeline that discovers, evaluates, and contacts businesses that would benefit from Avenir AI's instant lead automation platform. It operates continuously to identify high-potential prospects and automatically initiates outreach.

✔ Core Capabilities

- **Autonomous Discovery** — Finds businesses with contact forms
- **Smart Scoring** — Tests and evaluates current response systems
- **Automated Outreach** — Generates personalized emails
- **Learning Feedback** — Tracks engagement and refines targeting
- **AI Integration** — Leverages growth_brain for continuous improvement

Metric	Target	Status
Prospects Discovered	100+/week	Active
Automation Need Score	70+ (high priority)	Optimized
Outreach Success Rate	15-25%	Tracking
Time to First Contact	< 24 hours	Automated



Discovery → Scoring → Outreach → Feedback Pipeline

Phase 1: Discovery

Objective: Identify businesses with contact forms but inadequate instant-response systems

Data Sources: Google Search API, Apollo.io, Crunchbase

Criterion	Required	Description
Website active	Yes	Must respond within 5s
Contact form exists	Yes	Must have submission endpoint
Business size	Preferred	5-50 employees ideal
Location	Yes	Canada or USA
Industry match	Yes	Target industries only

Phase 2: Scoring

Testing Process:

1. Submit test lead to contact form
2. Monitor for autoresponder (60 seconds)
3. Analyze response quality (tone, personalization)
4. Calculate scores

```
response_score = 0-100 points
  • Autoresponder exists: 50 pts
  • Response time <1s: 30 pts
  • Personalized content: 20 pts

automation_need_score = 100 - response_score
```

Response Score	Automation Need	Priority
0-30	70-100	🔥 High
31-60	40-69	⚡ Medium

Response Score	Automation Need	Priority
61-100	0-39	✔ Low

Phase 3: Outreach

Trigger: automation_need_score >= 70

Email Template:

Subject: Quick note about your website leads ⚡

Hi [Contact Name],

I tried your contact form earlier and noticed there's no instant reply system.

Avenir AI helps [Industry] businesses convert form submissions into real conversations immediately — in English or French, 24/7.

Would you like to see how it would work on your site?

Phase 4: Feedback Loop

Metric	Tracking	Action
Email Opened	Tracking pixel	Record in growth_brain
Reply Received	Inbox monitoring	Analyze sentiment & industry
No Response (7 days)	Timeout	Mark as ignored



Supabase Tables

Table: prospect_candidates

Column	Type	Description
id	UUID	Primary key
business_name	TEXT	Company name
website	TEXT	Main website URL
form_url	TEXT	Contact form URL
industry	TEXT	Classification (Real Estate, Legal, etc.)
region	TEXT	Geographic location
language	TEXT	en/fr
response_score	NUMERIC(5,2)	Current response quality (0-100)
automation_need_score	NUMERIC(5,2)	Automation opportunity (0-100)
test_submitted	BOOLEAN	Test lead submitted flag
response_received	BOOLEAN	Autoresponder received flag
response_time_ms	INTEGER	Response time in milliseconds
is_personalized	BOOLEAN	Personalized vs generic
contacted	BOOLEAN	Outreach sent flag
last_tested	TIMESTAMPTZ	Last test timestamp
created_at	TIMESTAMPTZ	Discovery timestamp

Table: prospect_outreach_log

Column	Type	Description
id	UUID	Primary key
prospect_id	UUID	→ prospect_candidates(id)

Column	Type	Description
email_subject	TEXT	Email subject line
email_body	TEXT	Email content
status	TEXT	sent/opened/engaged/replied/ignored
sent_at	TIMESTAMPTZ	Send timestamp
opened_at	TIMESTAMPTZ	Open timestamp
replied_at	TIMESTAMPTZ	Reply timestamp



AI Integration with growth_brain

Purpose: Continuously learn from prospect engagement to improve discovery and outreach

Event Type	Trigger	learning_snapshot
prospect_discovered	New prospect found	Industry, region, website
prospect_scored	Scoring complete	Response score, automation need
prospect_contacted	Outreach sent	Email template, timing
prospect_engagement	Email opened/replied	Engagement type, response time
pattern_detected	Analysis complete	High-performing industries

Example Learning Event:

```
INSERT INTO growth_brain (
  client_id, event_type, learning_snapshot, insight_text, confidence
) VALUES (
  'avenir_internal',
  'prospect_engagement',
  '{"industry": "Real Estate", "engagement_type": "email_replied"}',
  'Real Estate prospect replied within 5 hours',
  0.90
);
```

Predictive Analysis

```
-- Calculate industry success rates
SELECT
  learning_snapshot->'industry' as industry,
  COUNT(*) as total,
  COUNT(*) FILTER (WHERE engagement_type = 'email_replied') as replies,
  ROUND(replies * 100.0 / COUNT(*), 2) as reply_rate
FROM growth_brain
WHERE event_type = 'prospect_engagement'
GROUP BY industry
ORDER BY reply_rate DESC;
```




Data Flow Diagram

DISCOVERY PHASE

Search API → Extract Data



INSERT INTO prospect_candidates



SCORING PHASE

Submit Test Lead



Monitor Response (60s)



Calculate Scores



UPDATE prospect_candidates

INSERT INTO growth_brain



OUTREACH PHASE

Filter High Priority (≥ 70)



Generate Personalized Email



Send Email



INSERT INTO prospect_outreach_log



FEEDBACK PHASE

Track Engagement



UPDATE prospect_outreach_log

INSERT INTO growth_brain



Analyze Patterns → Optimize



Daily Workflow Checklist

Morning Routine (9:00 AM)

- ☐ Review overnight discoveries
- ☐ Check high-priority prospects (score ≥ 90)
- ☐ Analyze engagement from outreach
- ☐ Respond to interested prospects within 1 hour

Midday Check (12:00 PM)

- ☐ Run discovery scan (target: 20-50 prospects)
- ☐ Review outreach status (open rate: 30%+)
- ☐ Check reply rates (target: 15%+)

End of Day (5:00 PM)

- ☐ Log daily summary (prospects discovered, outreach sent, replies)
- ☐ Update strategy notes
- ☐ Plan tomorrow's focus

Weekly Review (Friday 4:00 PM)

Performance Metrics:

- Total prospects discovered this week: ____
- Total outreach sent: ____
- Reply rate %: ____
- Meeting conversion rate %: ____

Optimization Actions:

- Rank industries by reply rate
- Update discovery priorities
- Refine email templates
- Adjust scoring thresholds



Query Examples

Find High-Priority Prospects

```
SELECT business_name, industry, region, automation_need_score
FROM prospect_candidates
WHERE automation_need_score >= 70
      AND contacted = false
ORDER BY automation_need_score DESC
LIMIT 20;
```

Calculate Industry Reply Rates

```
WITH outreach_stats AS (
  SELECT pc.industry, COUNT(*) as sent,
         COUNT(*) FILTER (WHERE pol.status = 'replied') as replies
  FROM prospect_outreach_log pol
  JOIN prospect_candidates pc ON pol.prospect_id = pc.id
  WHERE pol.sent_at > NOW() - INTERVAL '30 days'
  GROUP BY pc.industry
)
SELECT industry, sent, replies,
       ROUND(replies * 100.0 / sent, 2) as reply_rate_pct
FROM outreach_stats
ORDER BY reply_rate_pct DESC;
```

Track Weekly Performance

```
SELECT DATE_TRUNC('day', created_at) as day,
       COUNT(*) as discovered,
       COUNT(*) FILTER (WHERE contacted = true) as contacted
FROM prospect_candidates
WHERE created_at > NOW() - INTERVAL '7 days'
GROUP BY day
ORDER BY day DESC;
```



System Status

Overall Health:  **OPERATIONAL**

Component	Status	Notes
Discovery Pipeline	✔ Active	Google Search API integrated
Scoring Algorithm	✔ Active	Automated testing functional
Outreach Generation	✔ Active	Email templates optimized
Feedback Loop	✔ Active	Engagement tracking enabled
AI Integration	✔ Active	growth_brain connected

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