

Business Requirements Document

Executive Summary

This Business Requirements Document (BRD) outlines the strategy, scope, and deliverables for the upcoming **ChromaDB-V Webinar**. The webinar is designed to showcase the new features of ChromaDB-V to key personas (data scientists, ML engineers, product managers), drive brand awareness, and generate qualified leads for the free trial and demo pipeline. The project will be executed in four phases: Planning & Content Development, Promotion & Outreach, Execution & Engagement, and Post-Webinar Follow-up & Conversion.

1. Project Overview

1.1 Objectives

1. **Educate** target personas on the value proposition of ChromaDB-V.
2. **Demonstrate** real-world use cases and live code examples.
3. **Engage** attendees through interactive polls, Q&A, and a hands-on exercise.
4. **Convert** at least 30% of registrants into free-trial sign-ups and 10% into demo requests.
5. **Collect** actionable feedback to refine future webinars and product messaging.

1.2 Scope

* **In Scope** *

- Content creation (slides, demos, visuals).
- Email marketing sequence (3 emails).
- Social media campaign (teasers, carousel, LinkedIn article).
- Partner amplification (influencers, tech blogs).
- Webinar platform selection and configuration.
- Live rehearsal and technical checks.
- Post-webinar email, replay hosting, and lead nurturing workflow.

* **Out of Scope** *

- Development of new product features.
- Long-term marketing automation beyond the immediate follow-up.
- Paid advertising beyond the initial social media boost budget.

2. Business Requirements

2.1 Functional Requirements

ID	Requirement	Description	Acceptance Criteria
FR-01	Target Persona Mapping	Define personas: Data Scientist, ML Engineer, Product Manager. Personas documented in a shared deck; each persona has a pain-point matrix.	
FR-02	Value Proposition Articulation	Create a concise, benefit-driven statement for each persona. Value statements approved by product and marketing leads.	
FR-03	Agenda Structure	30-min intro, 15-min demo, 10-min Q&A, 5-min CTA. Agenda slide deck finalized and time-boxed.	
FR-04	Visual Assets	Screenshots, live code snippets, short video clips. All assets approved for brand consistency and copyright compliance.	
FR-05	Interactive Elements	Polls, live chat prompts, hands-on exercise. Polls integrated into webinar platform; exercise instructions ready.	
FR-06	Email Marketing Sequence	3-email cadence: announcement, reminder, last-chance. Email templates approved; send-through schedule set.	
FR-07	Social Media Blitz	Teaser videos, carousel posts, LinkedIn article. Content calendar published; posts scheduled.	
FR-08	Partner Amplification	Collaboration with influencers, tech blogs, community groups. Partnership agreements signed; co-promotional assets shared.	
FR-09	Rehearsal & Dry-Run	Run a full rehearsal with all speakers. Rehearsal checklist completed; no critical issues logged.	
FR-10	Live Tools Integration	Webinar platform supports polls, Q&A, screen sharing. Platform demoed; all features tested.	
FR-11	Post-Webinar Email	Thank-you note, replay link, key takeaways, CTA. Email sent within 24hrs; open rate >30%.	
FR-12	Lead Nurturing Workflow	Segment registrants; send personalized follow-ups. Workflow diagram approved; automation set up.	
FR-13	Metrics Tracking	Registrations, attendance, sign-ups, demo requests. Dashboard created; data feeds verified.	

2.2 Non-Functional Requirements

ID	Requirement	Description	Acceptance Criteria
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| NFR-01 | Performance | Webinar platform must support 5,000 concurrent attendees. | Load test results meet capacity. |

| NFR-02 | Reliability | 99.9% uptime during the event. | Platform SLA met; backup plan documented. |

| NFR-03 | Security | GDPR-compliant data handling; secure login for attendees. | Security audit passed; encryption enabled. |

| NFR-04 | Accessibility | Closed captions, screen-reader friendly slides. | Accessibility checklist completed. |

| NFR-05 | Scalability | Ability to add more interactive elements if needed. | Platform supports plug-ins; API available. |

| NFR-06 | Usability | Intuitive interface for speakers and hosts. | User testing shows >90% satisfaction. |

| NFR-07 | Compliance | Adherence to industry data-privacy regulations. | Legal review signed off. |

3. Success Metrics & KPIs

| KPI | Target | Measurement Tool | Frequency |

|---|-----|-----|-----|

| Registrations | 2,000 | Webinar platform analytics | Pre-event |

| Attendance Rate | 60% of registrants | Platform attendance logs | Post-event |

| Engagement Score | 70% active participation (polls, Q&A) | Engagement analytics | Post-event |

| Free-Trial Sign-ups | 600 (30% of attendees) | CRM tracking | Post-event |

| Demo Requests | 200 (10% of attendees) | CRM tracking | Post-event |

| Email Open Rate | 35% | Email marketing platform | Post-event |

| Email Click-Through Rate | 15% | Email marketing platform | Post-event |

| Lead Conversion Rate | 25% | Lead scoring system | 30-day follow-up |

| ROI | >\$10,000 in pipeline value | Financial analysis | 60-day review |

4. Timeline & Milestones

| Phase | Milestone | Date | Owner |

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| **Planning & Content Development** | Finalize personas & value props | 2026-03-01 | PM |

	Complete agenda & slide deck	2026-03-08	Content Lead
	Approve visual assets	2026-03-10	Design Lead
Promotion & Outreach	Launch email sequence	2026-03-15	Marketing Ops
	Publish social media calendar	2026-03-16	Social Media Lead
	Sign partner agreements	2026-03-20	Partnerships Lead
Execution & Engagement	Dry-run completed	2026-03-25	PM
	Webinar live	2026-03-30	All
Post-Webinar Follow-up	Send thank-you email	2026-03-31	Marketing Ops
	Launch lead nurturing workflow	2026-04-02	Sales Ops
	KPI reporting	2026-04-05	PM

5. Risk Assessment

Risk	Likelihood	Impact	Mitigation
Technical failure (platform crash)	Medium	High	Use a proven platform; have backup streaming to YouTube.
Low registration numbers	Medium	Medium	Expand outreach; offer early-bird incentives.
Poor attendee engagement	Low	Medium	Pre-event engagement (polls, teaser videos).
Data privacy breach	Low	High	GDPR-compliant platform; secure data handling.
Partner non-delivery	Low	Medium	Signed agreements; clear deliverable timelines.
Content outdated	Low	Low	Review content 2weeks before event.
Time zone mismatch	Medium	Low	Offer multiple session times; record for replay.

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