

Business Requirements Document

Executive Summary

This Business Requirements Document (BRD) outlines the plan to execute a targeted webinar for **ChromaDB-V**, a next-generation vector database solution. The webinar aims to educate, engage, and convert key personas---data scientists, ML engineers, and product managers---into qualified leads and early adopters. By leveraging a structured agenda, compelling content, and a multi-channel promotion strategy, the initiative seeks to demonstrate ChromaDB-V's speed, scalability, and ease of integration, ultimately driving free-trial sign-ups and demo requests.

1. Project Overview

1.1 Objectives

1. **Educate** target personas on ChromaDB-V's core capabilities and differentiators.
2. **Engage** attendees through interactive elements (polls, live chat, hands-on exercise).
3. **Convert** registrations into qualified leads, free-trial sign-ups, and demo requests.
4. **Build** brand authority by partnering with industry influencers and community groups.
5. **Collect** actionable feedback to refine future webinars and product messaging.

1.2 Scope

* **In Scope** *

- Development of webinar content (slides, demos, visuals).
- Promotion via email, social media, and partner channels.
- Technical setup (webinar platform, live tools, recording).
- Post-webinar follow-up (thank-you email, replay, nurture sequences).
- KPI tracking and reporting.

* **Out of Scope** *

- Direct sales outreach beyond the webinar.
- Development of new product features.
- Long-term marketing campaigns unrelated to the webinar.

2. Business Requirements

2.1 Functional Requirements

ID	Requirement	Description	Acceptance Criteria
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FR-01	Target Persona Mapping	Create detailed personas (Data Scientist, ML Engineer, Product Manager). Personas documented in a shared repository; each includes goals, pain points, and preferred communication channels.	
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FR-02	Value Proposition & Messaging	Craft benefit-driven copy tailored to each persona. Messaging deck reviewed and approved by marketing and product teams.	
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FR-03	Webinar Agenda	30-min intro, 15-min demo, 10-min Q&A, 5-min CTA. Agenda timeline embedded in slides; speaker cues aligned with time slots.	
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FR-04	Visual & Interactive Assets	Screenshots, live code snippets, short video clips, polls, chat prompts, hands-on exercise. All assets tested on the chosen webinar platform; interactive elements function during rehearsal.	
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FR-05	Promotion Workflow	3-email series, social media blitz, partner amplification. Email templates scheduled; social media calendar created; partner agreements signed.	
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FR-06	Rehearsal & Technical Check	Dry-run with speakers, timing, tech glitches, speaker cues. Rehearsal log completed; all issues resolved before live event.	
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FR-07	Live Tools Integration	Real-time polls, Q&A, screen sharing. Platform supports all required features; backup plan documented.	
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FR-08	Participation Incentives	Reward insightful questions with free trial or swag. Incentive program defined; tracking mechanism for question quality.	
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FR-09	Post-Webinar Email	Thank-you note, replay link, key takeaways, CTA. Email template approved; automated workflow set up.	
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FR-10	Lead Nurturing	Segment registrants by engagement; send personalized follow-ups. Lead scoring model defined; nurture sequences created.	
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FR-11	KPI Tracking	Registrations, attendance, sign-ups, demo requests. Dashboard built; data feeds from webinar platform and CRM.	
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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 without latency > 200ms. Load test results meet performance thresholds.	
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NFR-02	Reliability	99.9% uptime during the event window. Platform SLA met; failover plan tested.	
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| NFR-03 | Security | GDPR-compliant data handling; secure transmission of attendee data. | Security audit passed; encryption in transit and at rest. |

| NFR-04 | Usability | Intuitive interface for speakers and attendees; minimal onboarding. | Usability test score 4.5/5. |

| NFR-05 | Accessibility | WCAG 2.1 AA compliance for all visual assets and transcripts. | Accessibility audit passed. |

| NFR-06 | Scalability | Ability to add additional sessions or repeat webinars without re-engineering. | Modular architecture documented. |

| NFR-07 | Compliance | Adherence to industry regulations (e.g., CCPA, HIPAA if applicable). | Compliance checklist completed. |

3. Success Metrics & KPIs

| KPI | Target | Measurement Tool | Frequency |

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| Registrations | 1,200 | Email marketing platform | Pre-event |

| Attendance Rate | 60% of registrants | Webinar platform analytics | Post-event |

| Demo Requests | 200 | CRM | Post-event |

| Free-Trial Sign-ups | 150 | CRM | Post-event |

| Engagement Score | 4.0/5 | Post-webinar survey | Post-event |

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

| Email Click-through Rate | 15% | Email platform | Post-event |

| Social Media Reach | 50,000 impressions | Social media analytics | Post-event |

| Partner Amplification Reach | 20,000 | Partner dashboards | Post-event |

4. Timeline & Milestones

| Phase | Milestone | Date | Owner |

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| **Planning** | Project kickoff | 2026-02-01 | PM |

| | Persona & messaging finalized | 2026-02-07 | Marketing |

| | Content outline approved | 2026-02-10 | Product |

| **Content Development** | Slides & visuals ready | 2026-02-15 | Design |

	Interactive assets tested	2026-02-18	Engineering
Promotion	Email series scheduled	2026-02-20	Marketing
	Social media calendar live	2026-02-22	Social
	Partner agreements signed	2026-02-25	Partnerships
Technical Prep	Platform configuration	2026-02-28	IT
	Rehearsal completed	2026-03-02	PM
Execution	Live webinar	2026-03-05	All
Post-Event	Thank-you email sent	2026-03-05	Marketing
	Lead nurturing sequences launched	2026-03-06	Sales Ops
	KPI report generated	2026-03-07	PM
Review	Post-mortem & lessons learned	2026-03-10	PM

5. Risk Assessment

Risk	Likelihood	Impact	Mitigation
Low registration volume	Medium	High	Aggressive pre-event promotion; early-bird incentives
Technical failure (platform crash)	Low	Critical	Redundant platform, backup streaming, real-time monitoring
Poor attendee engagement	Medium	Medium	Interactive polls, live chat prompts, hands-on exercise
Data privacy breach	Low	Critical	GDPR/CCPA compliance, secure data handling, encryption
Inadequate follow-up	Medium	Medium	Automated email workflows, lead scoring, nurture sequences
Partner non-participation	Low	Medium	Early engagement, clear value proposition, signed MOUs
Content outdated	Low	Low	Final review 48hrs before event, version control

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