

# 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.

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## 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.

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## 2. Business Requirements

## 2.1 Functional Requirements

ID	Requirement	Description	Acceptance Criteria
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.	
FR-02	Value Proposition & Messaging	Craft benefit-driven copy tailored to each persona. Messaging deck reviewed and approved by marketing and product teams.	
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.	
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.	
FR-05	Promotion Workflow	3-email series, social media blitz, partner amplification. Email templates scheduled; social media calendar created; partner agreements signed.	
FR-06	Rehearsal & Technical Check	Dry-run with speakers, timing, tech glitches, speaker cues. Rehearsal log completed; all issues resolved before live event.	
FR-07	Live Tools Integration	Real-time polls, Q&A, screen sharing. Platform supports all required features; backup plan documented.	
FR-08	Participation Incentives	Reward insightful questions with free trial or swag. Incentive program defined; tracking mechanism for question quality.	
FR-09	Post-Webinar Email	Thank-you note, replay link, key takeaways, CTA. Email template approved; automated workflow set up.	
FR-10	Lead Nurturing	Segment registrants by engagement; send personalized follow-ups. Lead scoring model defined; nurture sequences created.	
FR-11	KPI Tracking	Registrations, attendance, sign-ups, demo requests. Dashboard built; data feeds from webinar platform and CRM.	

## 2.2 Non-Functional Requirements

ID	Requirement	Description	Acceptance Criteria
NFR-01	Performance	Webinar platform must support 5,000 concurrent attendees without latency > 200ms. Load test results meet performance thresholds.	
NFR-02	Reliability	99.9% uptime during the event window. Platform SLA met; failover plan tested.	

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.

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### 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

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### 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

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## 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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**\*\*Prepared by:\*\***

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**\*\*Date:\*\*** 2026-02-22

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