

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
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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 2 weeks before event.
Time zone mismatch	Medium	Low	Offer multiple session times; record for replay.

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