**Project Briefing: Partnership Scoring Product**

**Project Sponsor**:Andrei

Team,

We need to develop a robust, automated product for scoring potential YouTube partnerships.

Our brand, Zero to Mastery, values quality education, community-driven growth, career-focused learning, and up-to-date tech stacks.

We want partners who share these values and have an audience of motivated learners in programming, software engineering, or tech career advice.

**Requirements**

1. Research each YouTube channel’s focus, engagement level, and audience alignment with our brand.
2. Examine a few videos from each channel for deeper insights (views, comments, sentiment).
3. Check the channel’s external sentiment using Google or similar sources.
4. Score the partnership based on how well it fits our brand, with a concise justification.

**Implementation Guidelines**

* Return key findings and a score (0–10) for easy decision-making and a report detailing the recommendation.

We need a working prototype soon.

Please keep it straightforward and consistent with our brand objectives.

Focus on clear, actionable outputs.

Our goal is to speed up partnership assessments and ensure we select channels that match Zero to Mastery’s core values.

Keep me updated on progress.

Thank you,  
Andrei  
Zero to Mastery