

## Product Requirements Document (PRD) – AI Use Case

### 1. Project Overview

- Project Title: B2B Customer Intelligence Agent (PoC)
- Version: 0.1
- Author: [Your Name]
- Client: Internal / Pilot Client (Industrial Sector)
- Date: 2025-07-08
- Status: Draft

### 2. Objective & Business Context

- Project Goal:  
Enable automatic generation of strategic customer analyses for B2B sales and account managers using AI.
- Business Value:  
Helps sales teams qualify leads more effectively, identify strategic fits, and reduce research time per customer. Supports customer acquisition and retention.
- Background / Context:  
Many industrial companies lack internal resources or expertise to conduct deep prospect research. This PoC aims to demonstrate the value of AI in this area.

### 3. Target Group / Users

- Primary User Groups:
  - B2B sales managers
  - Account managers
  - Business development teams
  - Strategy departments
- Typical Pain Points / Use Cases:
  - No time for deep research on new customers
  - Hard to qualify leads systematically
  - Lack of visibility into customer potential and strategic fit

### 4. Description of the AI Use Case

- Short Description:  
The system generates a compact customer profile or product-specific market profile based on a single input: company name.
- Input Data:  
Company name or official website (entered via form)
- Processing:
  - Prompt-based LLM interaction
  - Model: Gemini 1.5 Pro (via Vertex AI)
  - enable\_web\_access=True (model retrieves and reasons over web content in real time)
- Output:  
Plain text (first version), containing structured sections per prompt
- Example Flow:
  1. User enters "Trumpf Maschinen GmbH"
  2. System sends hardcoded prompt + company name to Gemini 1.5 Pro with web access enabled
  3. Model generates a two-page strategic profile including market trends, business figures, and competitors
  4. Result is displayed on screen