

Consolidated Output from Research Teams | Feb 18-19, 2026

EXECUTIVE SUMMARY

We are building a **unified GTM account intelligence platform** that centralizes enrichment data from **30+ sources** across **8 signal categories** into a single AI-interpreted, confidence-scored, decay-aware view -- serving Sales, Marketing, Partner Alliance, and RevOps from one source of truth.

Scope Evolution: Original brief identified 12 data sources. After pressure testing and creative expansion, the platform now covers **34 data sources** organized into 8 signal categories, with a real-time trigger event architecture and data decay model.

34 sources | 8 categories | 60+ trigger events | 3-phase delivery | 12-week MVP timeline

PART 1: PROBLEM VALIDATION

Verdict: Problem is REAL and SIGNIFICANT

- Estimated annual cost of the manual process: **\$1M-\$3M** (direct costs + wasted effort + lost opportunity)
- Sales reps spend **45-90 min per account** manually stitching data across 5+ tools
- ~20-35% of account prioritization decisions are suboptimal due to fragmented/stale signals
- 10-20% of ABX campaign spend is wasted on Marketing-Sales misalignment

The problem operates at 5 layers (not just "data silos"):

1. **Data Fragmentation** -- 12+ sources with different schemas
2. **Semantic Inconsistency** -- vendors answer different questions that appear to be about the same thing
3. **Temporal Mismatch** -- merging daily intent signals with quarterly financial data
4. **Interpretive Burden** -- raw data requires domain expertise to interpret
5. **Alignment Failure** -- Sales, Marketing, Partners arrive at different conclusions

Who suffers most (ranked):

1. Sales (AEs/SDRs) -- highest direct pain
2. RevOps -- invisible but constant reconciliation burden
3. Partner Alliance -- highest stakes per interaction
4. Marketing -- diffuse campaign inefficiency
5. Leadership -- sees symptoms, can't trace root cause
6. CS team

17 Gaps Identified in Current Thinking:

1. Data freshness & decay (different data types decay at different rates)
2. Data quality & conflict resolution (Source Authority Matrix needed)
3. Privacy & compliance (LinkedIn scraping = material legal risk)
4. Scalability (current arch works for 10-1K accounts, not 10K+)
5. Integration with existing workflows (standalone UI = adoption killer)
6. Feedback loops (no mechanism to learn from outcomes)
7. Competitive intelligence angle (competitor displacement signals missing)
8. Buyer journey stage mapping (need Algolia-specific model, not generic Demandbase stages)
9. Multi-threading / account-to-contact bridge (minimal contact layer needed even in Phase 1)
10. Partner-specific enrichment (co-sell readiness scoring, partner attribution)
11. Vertical/industry signal weightings (e-commerce vs finserv vs media)
12. Negative signals & disqualification (layoffs, litigation, competitor lock-in)
13. Timing & trigger events (funding, M&A, new hires = highest-value signals)
14. Content personalization (bridge from insight to messaging)
15. ROI measurement (quantitative metrics needed, not just qualitative)
16. User adoption (5 adoption killers identified)
17. Governance & access control (RBAC from day one)

Top 3 Risks:

1. **Adoption** -- standalone UI without CRM/Slack integration will fail (<30% sustained usage)
 2. **LinkedIn scraping legality** -- needs immediate legal review
 3. **LLM trust** -- one bad recommendation destroys credibility forever
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PART 2: COMPETITIVE LANDSCAPE

Core Finding: Hypothesis CONFIRMED

No single tool today does ALL of this. 35+ tools analyzed across 8 categories.

Closest Competitor: Clay

- 150+ data providers, waterfall enrichment, AI agents (Claygent)
- BUT: no partner ecosystem integration, no SEC filing analysis, no career page signals, no confidence-scored cross-source synthesis, outbound-workflow focused (not account intelligence)

8 Specific Market Gaps We Fill:

Gap	What's Missing	Our Advantage
1. Unified multi-source AI synthesis	No tool combines 10+ sources with AI interpretation	Our core value prop
2. Partner ecosystem as first-class enrichment	Crossbeam data ignored by everyone	Native Crossbeam integration
3. SEC filing intelligence	Zero enrichment tools ingest 10K/10Q	Custom AI extraction pipeline
4. Career/hiring pattern signals	No systematic extraction at scale	Apify + AI analysis
5. Cross-source conflict resolution	No transparent reconciliation exists	Source Authority Matrix + timestamps
6. Serving ALL GTM stakeholders	Each team buys their own stack	One view, four personas
7. LinkedIn content signal analysis	Untapped buying signal source	Custom extraction (w/ legal review)
8. Marketo engagement correlation	Marketing data stays siloed	Unified engagement dimension

Unique Value Proposition:

"The only platform that merges external market intelligence, internal engagement signals, partner ecosystem data, and financial health indicators into a single, AI-interpreted, confidence-scored account view."

Build vs. Buy vs. Integrate Matrix:

Source	Strategy	Est. Cost/Year	Differentiator?

ZoomInfo	INTEGRATE (API)	\$15K-50K	No (table stakes)
LinkedIn Sales Nav	INTEGRATE (middleware)	\$5K-15K	Partial
LinkedIn Content	BUILD (custom)	\$10K-20K	YES
Demandbase/6sense	INTEGRATE (API)	\$25K-60K	No (table stakes)
Similarweb	INTEGRATE (API/MCP)	\$16K-35K	Partial
BuiltWith	INTEGRATE (API/MCP)	\$3.5K-12K	Partial
SEC Filings	BUILD (custom AI)	\$1K-5K	YES
Career Pages	BUILD+BUY (hybrid)	\$5K-15K	YES
Crossbeam	INTEGRATE (API)	\$15K-40K	YES
Marketo	INTEGRATE (API)	\$0 (w/ license)	Partial
Gong	INTEGRATE (API)	\$0 (w/ license)	Partial
Web Scraping	BUILD (infrastructure)	\$5K-10K	Partial

Total estimated data source cost (original 12): \$100K-\$265K/year Expanded 30+ sources estimate: \$150K-\$350K/year (many new sources are free/scraping-based)

PART 2B: EXPANDED DATA SOURCE INVENTORY (Round 2 Research, Feb 19)

34 Sources — Organized by Signal Category

CATEGORY 1: Firmographic & Financial (Core)

#	Source	Strategy	Signal Type	Phase
1	ZoomInfo	INTEGRATE	Firmographic, org charts, technographic	P1
2	SEC EDGAR (10K/10Q/8K)	BUILD	Revenue, risk factors, M&A, strategy	P1

3	Crunchbase/PitchBook	INTEGRATE	Funding, investors, M&A, company profile	P1
4	S&P/Moody's credit data	INTEGRATE	Credit health, financial risk	P2

CATEGORY 2: Intent & Engagement

#	Source	Strategy	Signal Type	Phase
5	Demandbase/6sense	INTEGRA TE	Buyer intent, topic interest, account surge	P1
6	Marketo	INTEGRA TE	Email engagement, MQL scoring, campaign response	P1
7	Gong	INTEGRA TE	Call insights, competitor mentions, objections	P2
8	Algolia internal signals	BUILD	Free-tier usage, trial signups, doc visits, SDK downloads	P1 ★

CATEGORY 3: Digital & Technology Signals

#	Source	Strategy	Signal Type	Phase
9	SimilarWeb	INTEGRATE (MCP)	Web traffic, growth, marketing channels	P1
10	BuiltWith/Wappalyzer	INTEGRATE (MCP)	Tech stack, competitor tech, Algolia fit	P1
11	GitHub Organization Intel	BUILD	Engineering velocity, tech direction, dependencies	P1
12	Core Web Vitals/Lighthouse	BUILD	Digital maturity, site performance	P2
13	Search Quality Assessment	BUILD	Prospect's search relevance, speed, typo tolerance	P1 ★

CATEGORY 4: Social & Content Signals

#	Source	Strategy	Signal Type	Phase

14	LinkedIn Sales Navigator	INTEGRATE	People, accounts, InMail, saved leads	P1
15	LinkedIn Content & Posts	BUILD	Company posts, employee posts, job openings	P1
16	LinkedIn Network Mining	BUILD	2nd/3rd degree connections, warm intros	P2
17	Twitter/X	BUILD	Contact tweets, company mentions, topic tracking	P1
18	YouTube Channel	BUILD	Company releases, product demos, exec talks	P2
19	Podcasts & Webinars	BUILD	Exec speaking appearances, topic signals	P2

CATEGORY 5: Market Perception & Reviews

#	Source	Strategy	Signal Type	Phase
20	G2/Capterra/Gartner PI	INTEGRATE/SCRAPE	Review velocity, sentiment, competitor mentions	P1
21	App Store Reviews	SCRAPE	Product traction, user sentiment (mobile cos)	P2
22	Stack Overflow/Reddit/HN	BUILD	Developer pain points, tech discussions	P2
23	Engineering Blogs	SCRAPE	Architecture decisions, scaling challenges	P2

CATEGORY 6: Hiring & Organizational

#	Source	Strategy	Signal Type	Phase
24	Career Pages	BUILD (Apify)	Hiring velocity, department growth, tech needs	P1
25	Job Board Aggregation	INTEGRATE	Role types, salary bands, urgency signals	P1

26	H1B/Visa Databases	INTEGRATE	Specialized hiring, growth indicators	P3
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CATEGORY 7: Partner & Competitive Intelligence

#	Source	Strategy	Signal Type	Phase
27	Crossbeam	INTEGRATE	Partner overlap, co-sell opportunities	P1
28	Algolia Customer DB	BUILD	"Your competitor uses Algolia" messaging	P1 ★
29	Champions/Advocates	BUILD	Industry speakers, case study quotes, influencers	P2
30	Competitor Displacement	BUILD	Blog posts, reviews, job posts about migrations	P2

CATEGORY 8: Regulatory, Legal & Real-Time Triggers

#	Source	Strategy	Signal Type	Phase
31	Patent/Trademark (USPTO)	INTEGRATE	Innovation direction, new product signals	P3
32	Press Release Wires	INTEGRATE	M&A, partnerships, product launches (same-day)	P1
33	News APIs	INTEGRATE	Company mentions, industry trends	P1
34	Government Contracts (SAM)	INTEGRATE	Public sector opportunities	P3

★ = Algolia-unique differentiator (unfair advantage)

PART 2C: REAL-TIME TRIGGER EVENT ARCHITECTURE

Core Insight

Companies acting on trigger events within 24 hours see **29% higher opportunity creation** and **400% higher conversion rates** vs. generic outreach. This is the single highest-leverage gap in the original plan.

Trigger Event Taxonomy (60+ events, 8 categories)

A. Funding & Capital — Crunchbase + SEC + Press Wires

- New funding round (ANY stage) → 8x more likely to buy
- Acquisition/M&A announcement → immediate vendor re-evaluation
- IPO filing (S-1) → 6-9 month infrastructure buying window
- PE investment / LBO → vendor consolidation urgency

B. Leadership Changes — LinkedIn + Press

- New CTO/VP Eng → re-evaluates entire tech stack (30-60 day window)
- New CDO/CPO → drives product roadmap re-evaluation
- CEO departure → strategic shift, vendor re-evaluation
- Board composition change → new strategic priorities

C. Hiring Signals — Career Pages + Job Boards

- Rapid hiring spree (30+ roles/month) → expansion = budget
- Function-specific hiring ("Site Search Engineer") → buying signal
- Hiring freeze / layoffs → **NEGATIVE signal**, deprioritize
- New department creation → major capability expansion

D. Technology Changes — BuiltWith + GitHub

- Competitor tech removal → ACTIVE displacement opportunity
- Competitor tech addition → **NEGATIVE**, they just committed
- Major framework upgrade → active modernization
- New product launch → needs search/discovery capabilities

E. Financial Health — SEC EDGAR + News

- Earnings beat / revenue growth → budget available
- Earnings miss → **NEGATIVE**, budget frozen
- Guidance raise → forward growth signal
- Cost-cutting initiative → could go either way (context needed)

F. Market Expansion — Press + Career Pages + Domains

- International expansion → new infrastructure needs
- Strategic partnership announced → co-sell opportunity
- New customer segment focus → different buying criteria
- Domain registrations in new regions → localization needs

G. Regulatory & Compliance — Regulatory DBs + News

- Security incident/breach → urgent vendor re-evaluation
- New industry regulation → compliance tooling needed
- Compliance certification push → vendor readiness requirements

H. Internal Algolia Signals (Unfair Advantage)

- Free-tier usage spike → buying evaluation underway
- Trial signup → hottest lead possible
- SDK download from target domain → proof-of-concept phase
- Dashboard login frequency increase → deepening evaluation
- Community forum activity → technical evaluation signals

Data Decay & Freshness Model

Signal Category	Half-Life	TTL	Decay Type	Refresh
Intent Signals	7-14 days	30 days	Exponential	Real-time/daily
Funding	60-90 days	180 days	Linear	Real-time + quarterly
Leadership Change	90-180 days	365 days	Sigmoid (peak at 30-90d)	Monthly
Job Posting	14-30 days	60 days	Linear	Weekly
Technographic	90-180 days	365 days	Linear	Monthly
Firmographic	180-365 days	540 days	Linear	Quarterly
Financial	90 days	180 days	Step function (quarterly)	Quarterly
News/PR	7-14 days	30 days	Exponential	Real-time
Internal (Algolia)	14-30 days	60 days	Exponential	Real-time

Composite Account Readiness Score (Revised)

None

```
Account_Readiness(t) =
  0.25 × Intent_Score(t) [Demandbase, internal signals]
```

```

+ 0.20 × Tech_Fit_Score(t)      [BuiltWith, search quality,
GitHub]
+ 0.15 × Financial_Score(t)    [SEC, Crunchbase, funding]
+ 0.15 × Engagement_Score(t)   [Marketo, content, events]
+ 0.10 × Partner_Score(t)      [Crossbeam, competitor
intelligence]
+ 0.10 × Hiring_Score(t)       [Career pages, job boards]
+ 0.05 × Champion_Score(t)    [Network, advocates, LinkedIn]

```

where each `score(t)` = `base_score × decay_function(days_since_signal)`

PART 2D: UNCONVENTIONAL DIFFERENTIATORS

Top 10 Unique Angles Nobody Else Does

1. **Search Quality Assessment** ★ — Automatically audit prospect's site search (relevance, speed, typo tolerance, faceting). For a search API company, THIS is the killer signal. "Your search returns irrelevant results 40% of the time."
2. **Algolia Usage Detection** ★ — Detect Algolia/competitor JS on prospect websites. Instant displacement intelligence.
3. **"Your Competitor Uses Algolia" Messaging** ★ — Cross-reference prospect's competitors with Algolia's customer database. "Walgreens uses Algolia, do you want to match them?"
4. **Competitor Displacement Detection** — Monitor blog posts, G2 reviews, job postings for migration language ("we switched from X").
5. **GitHub Organizational Intel** — Engineering velocity, dependency analysis, tech direction. Companies rewriting in Go = infrastructure buying mode.
6. **Digital Maturity Scoring** — Core Web Vitals + API maturity + containerization signals = predictive buying readiness.
7. **Customer Similarity Clustering** ★ — Find companies that look like Algolia's best customers but aren't customers yet.
8. **Buying Committee Simulation** — Predict the buying committee composition based on account profile and deal history.
9. **Win Probability Prediction** — Pre-engagement probability scoring using historical correlation of enrichment signals to closed-won deals.
10. **Warm Intro Path Optimization** — Map mutual LinkedIn connections, score intro likelihood, recommend optimal introduction path.

PART 3: SKILLS & TOOLING

19 Claude Code Skills Recommended:

10 Global Skills (useful across all projects): [/brainstorm](#), [/market-research](#), [/persona-research](#), [/prd](#), [/architect](#), [/api-design](#), [/schema-design](#), [/sprint-plan](#), [/tech-doc](#), [/api-doc](#)

9 Project-Specific Skills: [/edge-function](#), [/react-component](#), [/api-connector](#), [/apify-actor](#), [/gemini-prompt](#), [/test-suite](#), [/deploy](#), [/debug-pipeline](#), [/enrich-account](#)

MCP Servers:

MCP	Priority	Status
SimilarWeb	Active	Already configured
BuiltWith	Active	Already configured
Supabase	High	Add now (OAuth, no PAT needed)
GitHub	High	Add now (requires PAT)
Apify	High	Add now (requires API token)
ZoomInfo	Medium	Requires enterprise API access
Crossbeam	Medium	Limited availability
Gong	Medium	Community MCP available
Marketo	Medium	Community MCP available

Development Workflow (revised, ~12 weeks to MVP with expanded scope):

None

Week 0: Setup (env, structure, CLAUS.E.md) ← WE ARE HERE

Week 0-1: Research deep-dive (expanded sources, feasibility, legal)

Week 1-2: PRD (requirements for core modules + trigger architecture)

Week 2-3: Architecture (system design, schema, event-driven pipeline)

Week 3-4: Foundation (DB schema, shared utils, connector interface, decay engine)

Week 4-6: P1 Connectors Sprint 1-3 (15 sources, starting with MCP-ready)

Week 6-7: AI Layer (Gemini integration, prompts, scoring, readiness formula)

Week 7-8: Trigger Engine (event detection, re-scoring, alerting)

Week 8-9: Agent UI (frontend on Lovable)

Week 9-10: Integration (end-to-end pipeline, testing, search quality assessor)

Week 10-11: Competitive Intel module (competitor DB, displacement detection)

Week 11-12: Polish (UX, docs, stakeholder demo, pilot with 50 accounts)

Connector Build Order (revised, by data availability + impact):

Phase 1 Sprint 1 (Weeks 3-4) — Immediate Value:

1. SimilarWeb (MCP ready)
2. BuiltWith (MCP ready)
3. SEC EDGAR (free public API)
4. News APIs (NewsAPI.org — low cost, fast setup)
5. Search Quality Assessment (custom Apify actor — Algolia killer feature)

Phase 1 Sprint 2 (Weeks 4-5) — Core Enrichment: 6. Career Pages/Job Boards (Apify MCP)
7. GitHub Org Intelligence (free API) 8. Twitter/X Monitoring (API or Apify) 9. G2/Review Sites (API + scraping) 10. Algolia Internal Signals (product analytics access needed)

Phase 1 Sprint 3 (Weeks 5-6) — Premium Sources: 11. ZoomInfo (API, needs credentials)
12. Demandbase (API, needs credentials) 13. LinkedIn via Sales Nav / Apify (needs compliance review) 14. Crossbeam (API, limited availability) 15. Crunchbase (funding/M&A triggers)

Phase 2 (Weeks 9-12) — Extended Intelligence: 16. YouTube Channel scraping 17. Podcast/Webinar monitoring 18. LinkedIn Network Mining (warm intros) 19. Competitor Displacement Detection 20. Champions/Advocates module 21. Marketo (API) 22. Gong (API)

Phase 3 (Post-MVP) — Advanced: 23. Stack Overflow/Reddit/HN monitoring 24. Engineering Blog analysis 25. Patent/Trademark monitoring 26. Digital Maturity Scoring 27. Customer Similarity Clustering 28. Buying Committee Simulation 29. Win Probability Prediction

PART 4: PROJECT HOUSEKEEPING

Directory Structure (ready to create):

```
None
Data Enrichment/
└── .claude/
    ├── CLAUDE.md          (project context for Claude Code)
    ├── memory/MEMORY.md   (session persistence)
    ├── skills/             (custom skills)
    └── plans/              (planning docs)
    └── docs/
        ├── research/       (4 initial research docs)
        ├── prd/             (product requirements)
        ├── architecture/   (system design)
        ├── design/           (UI/UX)
        └── decisions/        (ADRs)
    └── src/                (frontend code)
    └── supabase/           (backend code)
    └── data/               (sample data)
    └── scripts/            (utilities)
    └── tests/              (test files)
```

6 Files Ready to Create:

1. `.claude/CLAUDE.md` -- complete project context (222 lines)
2. `.claude/memory/MEMORY.md` -- session history and decisions (338 lines)
3. `docs/research/competitive-landscape.md` -- competitor analysis scaffold
4. `docs/research/problem-analysis.md` -- problem breakdown with user stories

5. [docs/research/data-sources-inventory.md](#) -- all 12 sources with detail cards
 6. [docs/research/skills-and-tooling.md](#) -- tool evaluation with architecture diagram
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PART 5: RISK REGISTER (Top 15)

#	Risk	Severity	Category	Key Mitigation
1	Standalone UI fails adoption	HIGH	Adoption	Prioritize CRM widget + Slack notifications for Phase 1.1
2	LinkedIn scraping ToS violation	HIGH	Legal	Immediate legal review; evaluate Sales Nav API as alternative
3	LLM hallucination in recommendations	HIGH	Technical	Always show source signals; implement "insufficient data" floor
4	Entity resolution across 6-8 sources	HIGH	Technical	Use domain as canonical key; build alias table; human-in-the-loop
5	Data staleness producing false confidence	HIGH	Data	Auto-decay confidence based on data age; visual freshness indicators
6	Trust deficit from early inaccuracies	HIGH	Adoption	Validate first 50 accounts before pilot; curated "known good" test set
7	API rate limiting and cost explosion	HIGH	Technical	Aggressive caching; tiered enrichment; budget alerts
8	Feature creep delays delivery	MEDIUM	Business	Lock Phase 1 scope; 5-criteria "done" checklist; Phase 2 parking lot
9	No executive sponsor / budget	HIGH	Business	Identify sponsor before building; align to OKR; quantitative ROI case
10	GDPR non-compliance	HIGH	Legal	DPIA required; document lawful basis; DSAR handling
11	Supabase edge function limits	MEDIUM	Technical	Async processing from day one; external queue for long jobs

12	Build vs. buy challenge from Clay	MEDIUM	Business	Document Algolia-unique requirements that justify custom build
13	Vendor data quality inconsistency	MEDIUM	Data	Source Authority Matrix; track per-source accuracy over time
14	Single LLM vendor dependency (Gemini)	MEDIUM	Technical	Abstract LLM behind interface; test with alternative model
15	Coverage gaps creating blind spots	MEDIUM	Data	Surface gaps explicitly ("no intent data for this account")

PART 6: WHAT HAPPENS NEXT

Immediate Actions (This Session):

1. **Create project directory structure** (12 dirs + 6 files from Team 4)
2. **Populate research docs** with Team 1 and Team 2 findings

Next Session -- PRD Phase:

3. **Write master PRD** using `/prd` skill -- covering:
 - Expanded problem statement (from Team 1)
 - User personas and stories (Sales, Marketing, Partners, RevOps)
 - Feature list with P0/P1/P2 prioritization
 - Account Readiness Score methodology
 - Data model and unified schema design
 - Agent interaction model
 - Success criteria (quantitative, from Team 1)

Following Sessions:

4. **Architecture design** using `/architect` skill
5. **Database schema** using `/schema-design` skill
6. **Begin connector development** (SimilarWeb + BuiltWith first)

Key Decisions Needed from User:

Business & Governance:

- Confirm executive sponsor and budget ownership

- Legal review of LinkedIn scraping -- proceed or find alternative?
- Legal review of Twitter/X scraping -- API tier or Apify?
- Confirm ZoomInfo and Demandbase API access availability
- Confirm Crossbeam access with Partner Alliance team

Scope & Phasing:

- Evaluate Marketo and Gong -- in scope for Phase 1 or Phase 2?
- CRM integration (Salesforce?) -- Phase 1.1 priority or later?
- YouTube, Podcast, G2 scraping -- Phase 1 or Phase 2?
- Internal Algolia signals (free-tier usage, trial data) -- can we access product analytics?
- "Your competitor uses Algolia" -- access to customer database for cross-referencing?
- Search Quality Assessment -- build custom Apify actor in Phase 1?

Architecture:

- Real-time trigger architecture -- event-driven (webhooks/pub-sub) or polling?
 - Data decay model -- implement from day 1 or add in Phase 2?
 - Negative signal weighting -- active disqualification or just deprioritization?
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DETAILED TEAM REPORTS (Reference)

Round 1 (Feb 18):

- **Team 1 (Problem Analysis):**
[~/claude/plans/hazy-twirling-widget-agent-a21ef72.md](#)
- **Team 2 (Competitive Landscape):**
[~/claude/plans/hazy-twirling-widget-agent-a49a991.md](#)
- **Team 3 (Skills & Tooling):**
[~/claude/plans/hazy-twirling-widget-agent-a8186c9.md](#)
- **Team 4 (Housekeeping):**
[~/claude/plans/hazy-twirling-widget-agent-ac2ee54.md](#)

Round 2 (Feb 19) — Expanded Research:

- **Team 5 (Missing Angles — 26 additional):** Agent a47859d — gaps, internal data leverage, workflow angles
 - **Team 6 (Real-Time Triggers — 60+ events):** Agent ab5ee08 — trigger taxonomy, decay model, implementation roadmap
 - **Team 7 (Unconventional Differentiation — 26 creative angles):** Agent a231321 — search quality, GitHub intel, displacement detection
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EXECUTION PLAN (User-Confirmed Sequence)

Step 1: Persist Everything — CLAUDE.md, Memory, Research Docs

Create the project directory structure and populate ALL foundational files with comprehensive content from all 7 team reports. Nothing should be lost.

12 Directories to create:

```
None  
.claude/skills/  
docs/research/  
docs/prd/  
docs/architecture/  
docs/design/  
docs/decisions/  
src/  
supabase/  
data/  
scripts/  
tests/
```

8 Files to create (content from Team 4 template + updated with Round 2 research):

1. `.claude/CLAUDE.md` — project context (UPDATED: 34 sources, 8 categories, trigger architecture)
2. `.claude/memory/MEMORY.md` — session history (UPDATED: all sessions, all decisions)
3. `docs/research/problem-analysis.md` — 5-layer problem + 17 gaps + user stories (Team 1)
4. `docs/research/competitive-landscape.md` — 35+ tools + 8 market gaps (Team 2)
5. `docs/research/data-sources-inventory.md` — **34 source detail cards** (expanded from 12)
6. `docs/research/skills-and-tooling.md` — tool evaluation + architecture (Team 3)
7. `docs/research/trigger-events-and-decay.md` — 60+ trigger events + decay model (Team 6) **NEW**
8. `docs/research/unconventional-differentiators.md` — 26 unique angles (Team 7) **NEW**

Source content: Team 4 report ([agent-ac2ee54.md](#)) provides templates for files 1-6. Files 7-8 are new, sourced from Teams 6-7 research. All files will be updated to reflect expanded 34-source scope.

Step 2: Install 19 Claude Code Skills

Create SKILL.md files for all 19 skills from Team 3's report:

10 Global Skills (in `~/claude/skills/`): `brainstorm`, `market-research`, `persona-research`, `prd`, `architect`, `api-design`, `schema-design`, `sprint-plan`, `tech-doc`, `api-doc`

9 Project Skills (in `<project>/claude/skills/`): `edge-function`, `react-component`, `api-connector`, `apify-actor`, `gemini-prompt`, `test-suite`, `deploy`, `debug-pipeline`, `enrich-account`

Source content: Team 3 report ([agent-a8186c9.md](#)) has complete YAML frontmatter and descriptions for all 19.

Step 3: Draft Leadership Vision Document

Create a shareable document for leadership presentation:

- **File:** [docs/GTM-Enrichment-Agent-Vision.md](#)
- **Contents:** Executive summary, problem statement, market gap analysis, solution overview, 34 data sources organized by category, competitive differentiation (what nobody else does), phased delivery plan, estimated timeline, estimated cost, team requirements, risk summary
- **Tone:** Executive-ready, not technical. Focused on business value and ROI.
- **Format:** Exportable to PDF or Google Docs

Step 4: PRD Development

Comprehensive PRD covering:

- Module breakdown (what modules need to exist)
- Build approach (how each module gets built)
- Team structure (who builds what)
- Dependencies and sequencing
- Success criteria per module
- Phase 1 vs Phase 2 vs Phase 3 scope

NOTE: Coding is far away. Before PRD we need module identification, architecture decisions, team planning.

Verification

After each step:

- Step 1: `ls -R` to confirm all directories and files exist
- Step 2: Verify skills are discoverable via `/` command
- Step 3: Review vision doc with user before sharing with leadership
- Step 4: Review PRD section by section

Step 5: Expanded Skills Architecture (Session 7, Feb 19)

The original plan (Steps 1-4) defined 19 skills from Team 3 research. This addendum adds 21 more skills (9 new custom + 12 Algolia brand v2) based on identified gaps: no project management, no exec proposals/decks, no UI architecture, no brand integration. Total: 19 to 40 skills.

P0 — Install NOW (5 new skills, needed for current planning phase)

Project-plan (Global) — Full project plan: milestones, RACI, critical path, stakeholder comms, risk register

Okr-metrics (Global) — OKRs, success metrics, dashboard specs, measurement methodology

Exec-proposal (Global) — Executive proposal for buy-in: business case, ROI, resource ask, timeline

Algolia-brand-check (Global, v2) — 7-dimension brand compliance scorer. Foundation skill that all output skills reference.

Algolia-deck (Global, v2) — Algolia-branded slide deck creation with Google Slides template reference

P1 — Install SOON (10 new + 2 modifications, needed for development phase)

Algolia-one-pager (Global, v2) — Branded one-pager for executive artifacts

Algolia-algolialize (Global, v2) — Transform ANY content to Algolia brand

Algolia-brief (Global, v2) — Campaign briefs for Marketing/ABX

Algolia-ui-copy (Global, v2) — UI microcopy (labels, tooltips, error messages)

Algolia-partner (Global, v2) — Partner co-marketing materials

Ui-architect (Global) — Frontend page architecture: component hierarchy, routing, state, design tokens
Ux-audit (Global) — UX quality audit: heuristics, accessibility, competitive teardown
Stakeholder-update (Global) — Structured project status updates for multiple audiences
Launch-plan (Global) — Pilot design, rollback criteria, adoption tracking, operational readiness
Scoring-model (Project) — Composite Readiness Score config, decay functions, calibration datasets
Trigger-config (Project) — Trigger event rules: detection logic, severity, persona routing, action templates
MODIFY react-component (Project) — Add design system tokens, composition patterns, brand integration notes
MODIFY sprint-plan (Global) — Add retrospective template, velocity tracking, cross-sprint dependencies

P2 — Install LATER (5 skills, post-launch)

Algolia-blog (Global, v2) — Blog post creation
Algolia-social (Global, v2) — Social media posts
Algolia-email (Global, v2) — Email templates
Algolia-case-study (Global, v2) — Case study templates
Algolia-landing (Global, v2) — Landing page HTML/CSS

Composability Chain

Skills are designed to chain together for end-to-end workflows:

Planning: /exec-proposal > /algolia-one-pager or /algolia-deck (branded output)
Planning: /prd > /project-plan > /okr-metrics > /sprint-plan
Development: /ui-architect > /react-component > /ux-audit > /algolia-ui-copy
Development: /scoring-model > /edge-function > /test-suite
Brand layer: ANY content > /algolia-brand-check (compliance) > /algolia-algolialize (transform)
Launch: /launch-plan > /stakeholder-update > /algolia-deck

What Was Deliberately NOT Added

Change-management — folded into launch-plan
Project-charter — folded into project-plan as first section
Stakeholder-comms-plan — folded into project-plan + stakeholder-update
Operational-readiness — folded into launch-plan
Wireframe — folded into ui-architect (ASCII wireframes)
Component-library — folded into modified react-component

Competitive-ui-teardown — folded into ux-audit

Skill Totals After Expansion

29 Global + 11 Project = 40 total skills

Global skills: brainstorm, market-research, persona-research, prd, architect, api-design, schema-design, sprint-plan, tech-doc, api-doc, project-plan, okr-metrics, exec-proposal, ui-architect, ux-audit, stakeholder-update, launch-plan, algolia-brand-check, algolia-deck, algolia-one-pager, algolia-algolialize, algolia-brief, algolia-ui-copy, algolia-partner, algolia-blog, algolia-social, algolia-email, algolia-case-study, algolia-landing

Project skills: edge-function, react-component, api-connector, apify-actor, gemini-prompt, test-suite, deploy, debug-pipeline, enrich-account, scoring-model, trigger-config