

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

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 | INTEGRATE | Buyer intent, topic interest, account surge | P1 |
| 6 | Marketo | INTEGRATE | Email engagement, MQL scoring, campaign response | P1 |
| 7 | Gong | INTEGRATE | 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 |
|----|--------------------|-----------|---------------------------------------|----|

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

$$\text{Account_Readiness}(t) = 0.25 \times \text{Intent_Score}(t) \quad [\text{Demandbase, internal signals}]$$

```

+ 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 $\text{score}(t) = \text{base_score} \times \text{decay_function}(\text{days_since_signal})$

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, CLAUDE.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
-

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:
 - o Expanded problem statement (from Team 1)
 - o User personas and stories (Sales, Marketing, Partners, RevOps)
 - o Feature list with P0/P1/P2 prioritization
 - o Account Readiness Score methodology
 - o Data model and unified schema design
 - o Agent interaction model
 - o 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?

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
-

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-algoliaize (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-algoliaize (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-algoliaize, 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