

DT Assignment — Task 2

Company Profiling & Probiotics Classification Logic

PART 1 — Framework to Identify Probiotics Involvement

To determine whether a company is genuinely involved in probiotics, I use a simple five-part framework based only on observable website evidence.

1. Product Evidence

- Named probiotic strains (e.g., *Lactobacillus*, *Bifidobacterium*)
- CFU counts
- Product formats: capsules, sachets, powders, bulk ingredients

Companies truly focused on probiotics always display clear product-level details.

2. Scientific or R&D Orientation

- Strain-level details
- Clinical studies
- R&D descriptions
- Fermentation or culturing process explanations

These signals separate genuine probiotic companies from general wellness brands.

3. Application Areas

- Gut health
- Immune support
- Infant nutrition

- Women's health
- Animal nutrition

If probiotics are a serious offering, these use-case areas are explicitly mentioned.

4. Regulatory & Quality Evidence

- GMP, ISO, HACCP, FSSAI, FDA certifications
- Pharma-grade manufacturing
- Quality checks

Regulatory compliance is required in probiotic manufacturing.

5. Commercial Intent

- Product portfolio
- Buy/Shop links
- Distributors
- Contract manufacturing
- B2B supply

These signals show that probiotics are part of the company's actual business model.

Classification Output Categories

- Probiotics-Focused
 - Probiotics-Adjacent
 - Not Relevant
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PART 2 — Company Profiling:

DeepThought Education

Website analyzed: <https://deephought.education/>

I evaluated DeepThought using the above framework.

1. Product Evidence

- No mention of probiotics, strains, CFU counts, or biological formulations.
- The site focuses on learning programs and educational tools.

2. Scientific or R&D Evidence

- Research mentioned on the website is related to learning and pedagogy, not microbiology or probiotics.

3. Application Areas

- No probiotic-related applications such as gut health, immunity, or nutrition appear anywhere.

4. Regulatory & Quality Signals

- No GMP, ISO, FDA, or FSSAI certifications are present, which aligns with the education domain.

5. Commercial Intent

- There are no product listings, shop pages, distributors, or manufacturing details related to probiotics.

Conclusion

- DeepThought is clearly an EdTech/CultureTech company, not a probiotic or health-related organization.

Final Classification: Not Relevant

PART 3 — High-Level Scraper Logic for Probiotics Classification

A. Pages the Scraper Should Visit

- Homepage
- Products / Portfolio
- Ingredients / Formulations
- R&D / Technology
- Applications / Therapeutic areas
- Certifications / Quality
- Blog / Publications

These pages usually contain the most relevant information.

B. Signals to Extract

- Keywords: probiotic, prebiotic, CFU, strain, microbiome
- Strain names: *Lactobacillus*, *Bifidobacterium*, *Saccharomyces*
- Clinical or scientific references
- GMP / ISO / FSSAI / FDA mentions
- Commercial intent: Buy Now, Distributors, Contract Manufacturing

C. Scoring Model

- **+3** → Dedicated probiotics product page
- **+2** → Strain names or CFU details
- **+2** → Clinical or scientific evidence
- **+2** → Regulatory certifications
- **+1** → Gut/immune application
- **+1** → Light marketing mention
- **-1** → Vague/unrelated mention
- **-2** → No relevant evidence

D. Final Classification Rules

- **Score ≥ 5** → Probiotics-Focused
 - **Score 2–4** → Probiotics-Adjacent
 - **Score ≤ 1** → **Not Relevant**
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Final Verdict

DeepThought Education shows no evidence of involvement in probiotics.

- ❖ Based on the framework and scoring logic, its correct classification is: **NOT RELEVANT**