

BizDev Agent

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An AI-powered business development automation tool that transforms manual lead generation into an intelligent, streamlined workflow. Built with Next.js, AI SDK Core, and Apollo.io.

What It Does

The BizDev Agent automates the entire lead generation and outreach process:

1. Input a company URL → Get comprehensive company and contact data
2. AI enrichment → Identify decision makers and company signals
3. Personalized emails → Generate contextual outreach based on real data
4. CRM integration → Automatically log leads to Airtable
5. Marketing sync → One-click Mailchimp segment integration
6. Gmail integration → Use /generateLead slash commands directly in Gmail

Key Features

Intelligent Data Enrichment

- Apollo.io Integration: Access to 275M+ contacts and comprehensive company data
- Decision Maker Discovery: Automatically identifies key contacts (CEOs, CTOs, VPs, Directors)
- Company Signals: Detects funding rounds, hiring activity, tech stack, and growth indicators
- Email Verification: Built-in email validation and deliverability scoring

AI-Powered Personalization

- Context-Aware Emails: Leverages company signals for personalized messaging
- Industry-Specific: Tailors communication based on company industry and size
- Signal-Based Timing: Uses funding, hiring, and growth signals for optimal outreach timing
- Multiple Contacts: Generates unique emails for different decision makers

Seamless Integrations

- Airtable CRM: Structured lead logging with custom fields
- Gmail API: Direct draft creation and slash command support
- Mailchimp: Automated segment syncing for follow-up campaigns
- Vercel Hosting: Scalable, serverless deployment

Productivity Features

- Slash Commands: /generateLead <https://company.com> in Gmail
- Batch Processing: Handle multiple leads simultaneously
- Real-time Streaming: Live updates during processing
- Lead Scoring: AI-powered qualification scoring

Tech Stack

Core Framework

- Next.js 15 (App Router)
- TypeScript for type safety
- Tailwind CSS + shadcn/ui for styling

AI & Data

- AI SDK Core by Vercel for LLM orchestration
- OpenAI GPT-4 for intelligent email generation
- Apollo.io API for company and contact enrichment
- Structured outputs with Zod schemas

Integrations

- Airtable API for CRM functionality
- Gmail API for email draft creation
- Mailchimp API for marketing automation
- Vercel KV for caching and performance

Infrastructure

- Vercel for hosting and deployment
- Environment Variables for secure API key management
- Serverless Functions for scalable API endpoints

Getting Started

Prerequisites

- Node.js 18+ and npm/yarn/pnpm
- Apollo.io API key
- OpenAI API key
- Airtable account and API key
- Gmail API credentials (for extension)
- Mailchimp API key (optional)

