Network Growth Engine

Project Scope Document

Version 1.0 | February 2026

Vision

Build a personal network management and growth system that systematically scales Igor's professional network from 700 to 7,000+ high-value connections within 12 months through strategic targeting, automated outreach management, and intelligent relationship development.

Core Objectives

- **Systematic Growth:** Enable 100-150 new connections per week through intelligent targeting and outreach automation

- **Quality Maintenance:** Ensure new connections align with strategic goals (crypto industry, MBA networks, regulators, potential employers)

- **Relationship Depth:** Convert connections into actual relationships through engagement tracking and follow-up automation

- **Network Intelligence:** Surface opportunities (jobs, intros, deals) from existing and new connections

Product Components

1. Contact Database & Relationship Management

Requirements:

Centralized database for all contacts (existing 700 + new additions) with rich metadata per contact:

- Basic info (name, title, company, location, LinkedIn URL)

- Relationship context (how met, mutual connections, introduction source)

- Strategic category (crypto client, MBA candidate, regulator, potential employer, local Mexico City)

- Interaction history (messages, meetings, emails, LinkedIn engagement)

- Relationship strength score (0-100 based on interaction frequency/depth)

- Status tracking (target → requested → connected → engaged → relationship)

- Custom tags and notes

- Opportunity flags (hiring, seeking intros, potential client, etc.)

2. Strategic Targeting Engine

Requirements:

Define and manage target personas/categories. Set weekly/monthly connection goals per category. Identify high-value targets based on:

- LinkedIn second-degree connections
- Company employee lists (target firms)
- Event attendee lists
- Industry reports/research authors
- Similar profile patterns (titles, backgrounds)
- Geographic clusters (upcoming travel destinations)

Target Categories (Examples):

- Crypto companies: product managers, legal/compliance, business development
- MBA programs: current students, recent grads, admissions officers
- Regulators: international financial authorities, policy researchers
- Chief of Staff networks: operators at high-growth companies
- Mexico City: fintech founders, expats, policy people
- Potential employers: hiring managers at target companies

Functionality:

- Target list generation with filters
- Priority scoring algorithm (relevance × accessibility × timing)
- Weekly target suggestions: "Here are 150 people to connect with this week"
- Duplicate detection (already connected, already requested)
- Export target lists for batch processing

3. Outreach Automation & Management

Requirements:

- Connection request template library by persona

- Personalization token system ({{first_name}}, {{company}}, {{mutual_connection}}, {{recent_post}})

- Outreach sequence management (pre-connection warm-up, connection request, post-acceptance message, follow-ups)

- Daily action queue with status dashboard

- Response tracking and A/B testing capabilities

Workflow Tracking:

- Daily action queue: "Today you should: send 20 connection requests, follow up with 15 people, engage with 10 posts"

- Status dashboard: pending requests, accepted connections needing first message, scheduled follow-ups

- Response tracking: measure acceptance rate, response rate, conversion to meeting

- A/B testing: track which templates/approaches work best

4. Engagement Intelligence

Requirements:

- Monitor target contacts' LinkedIn activity (new posts, job changes, company milestones, shared connections)

- Engagement recommendations ("{{name}} just posted about {{topic}} - comment before sending connection request")

- Content engagement tracking (log interactions, track reciprocal engagement)

- Build "warm-up score" before connection request

5. Network Intelligence & Opportunity Mining

Requirements:

- Second-degree connection analysis ("You have 45 mutual connections with {{company}}")

• Opportunity detection (job postings, speaking opportunities, introduction possibilities, geographic overlap)

• Network visualization (graph view by category/company/location, cluster analysis, relationship strength heatmap)

• Smart search ("Who do I know in Tokyo working on stablecoins?")

6. Integration Layer

Required Integrations:

  • **LinkedIn:** Connection import, profile data enrichment, second-degree connection discovery, activity monitoring, connection request sending

  • **Email (Gmail):** Scan for contacts not yet connected, auto-log interactions, identify high-engagement threads

  • **Calendar (Google Calendar):** Detect meetings with non-connections, suggest connecting before/after meetings

  • **Optional/Future:** Slack, Twitter/X, Apollo.io, Hunter.io, Clearbit

7. Analytics & Reporting

Dashboards:

  • **Growth Dashboard:** Current network size vs. goal (700 → 7,000), weekly/monthly growth rate, connection acceptance rate, breakdown by strategic category

  • **Engagement Dashboard:** Relationship strength distribution, interaction frequency, response rates, most active relationships

  • **Opportunity Dashboard:** Open opportunities, introduction requests pending, upcoming travel connections, job opportunities

  • **Quality Metrics:** Conversion funnel, template performance, category ROI, time to relationship

8. User Interface

Primary Views:

  • **Daily Action Queue:** Today's tasks with one-click actions and batch processing

  • **Target Management:** Browse recommended targets, filter by category/location/company, research mode

  • **Relationship Manager:** All contacts with advanced filtering, quick actions, bulk operations

  • **Network Map:** Visual graph of connections, cluster by category/company/location

  • **Analytics Dashboard:** Progress tracking, key metrics and trends, export reports

Tech Stack Recommendation:

  • Backend: Node.js/Python + PostgreSQL (relational data + JSONB for flexibility)

- Frontend: React or Next.js (web app) or Electron (desktop app)

- LinkedIn Integration: Puppeteer/Playwright for automation (respect rate limits)

- Email/Calendar: Google APIs

- Hosting: Vercel/Railway/Render (for web) or local-first (for desktop)

- Queue/Jobs: Bull or Agenda (for scheduled tasks)

Success Metrics

Quantitative:

- Achieve 7,000 connections within 12 months

- Maintain >40% connection acceptance rate

- Generate 50+ meaningful opportunities (intros, jobs, deals) from network

- 10% of connections achieve "relationship" status (active, reciprocal engagement)

Qualitative:

- Network feels manageable, not overwhelming

- Every connection has strategic rationale

- System feels like productivity multiplier, not busywork

- Clear ROI: jobs, clients, intros, insights from network

Implementation Priorities

Phase 1 - Foundation (Must Have):

- Contact database with full data model

- Manual import of existing 700 connections

- Strategic category tagging system

- Template library and personalization engine

- Daily action queue

Phase 2 - Automation (Should Have):

- LinkedIn integration (connection import, profile enrichment)

- Target generation engine

- Outreach workflow automation

- Email/calendar integration

- Relationship scoring algorithm

Phase 3 - Intelligence (Nice to Have):

- Network visualization
- Second-degree connection mining
- Opportunity detection
- Advanced analytics
- A/B testing framework

Technical Considerations

Rate Limits:

LinkedIn: ~100 connection requests per week max (to avoid account restrictions). Need queuing system to stay within limits. Graceful degradation if LinkedIn API access is restricted.

Data Privacy:

- User owns all data
- Export functionality (CSV, JSON)
- GDPR-style deletion capability
- No sharing of contact data with third parties

Scalability:

- Database should handle 10,000+ contacts
- Search/filter should be instant (<200ms)
- Background jobs for enrichment and monitoring

User Experience:

- Should take <10 minutes per day to manage system
- Batch operations for efficiency
- Mobile-responsive (at least for daily queue)
- Keyboard shortcuts for power users

Out of Scope (For Now)

- Multi-user support (this is personal tool)
- Integration with CRMs like Salesforce
- AI-generated message content (use templates with tokens)
- Social media beyond LinkedIn (Twitter, Instagram, etc.)
- Group/event management features
- Payment processing or deal tracking

Deliverables

6. Functional web/desktop application with all Phase 1 + Phase 2 features

6. Database seeded with existing 700 connections

6. Documentation for daily usage workflow

6. Admin interface for managing templates, categories, and settings

6. Analytics dashboard for tracking progress

6. Export/backup functionality