

# Business Search App: One-Pager

## Overview

The Business Search App is a solution designed to help new and inexperienced investors find and evaluate businesses for acquisition. It addresses the significant time loss and confusion of manually sifting through unstructured business listings across multiple websites. By providing a personalized, data-driven ranking system, the app aims to reduce the typical business acquisition search time from 6-18 months to a matter of weeks.

## Problem

The small business market is large and active, but the buying process is inefficient and overwhelming for new investors.

- **Manual Search:** Buyers waste months manually searching and compiling listings from numerous unstructured websites like BizBuySell and BizQuest.
- **Lack of Personalization:** There is no easy way to filter and rank opportunities based on unique personal criteria such as risk tolerance, desired annual income, and level of involvement.
- **High Broker Fees:** Due to the friction, many buyers turn to business brokers as a last resort, paying commissions of 8-12% of the sale price.

## Solution: A Personalized and Automated Business Search

The app acts as a smart aggregator and a personalized search engine. It collects public business listing data from various sources, normalizes it, and then uses an AI algorithm to rank the opportunities based on a user's specific profile and preferences.

### Key Features:

- **Custom User Profile:** Users create a profile detailing their financial capacity, risk tolerance (Low, Medium, High), desired level of involvement (Low-Touch, Medium-Touch, High-Touch), and preferred location or industry.
- **AI-Powered Ranking:** The app scrapes data from major listing sites and automatically ranks businesses by how well they match the user's profile. Each business comes with an explanation of its ranking.
- **Intelligent Agent:** An AI agent automates the initial steps of the buying process, drafting and sending contact emails to sellers, and even scheduling meetings based on the user's calendar availability.

### What the App Does NOT Do:

The app will not act as a broker, offer legal or financial advice, or directly list businesses. It is a tool for information discovery and streamlining communication, not a marketplace or a substitute for professional due diligence.

## Goals & Success Metrics

Our primary goal is to **automate the discovery and shortlisting process** to save users time and provide them with confidence in their choices.

**North Star Metric:** The number of businesses **shortlisted** by users.

### Supporting Metrics:

- Time from initial search to meeting setup.
- User satisfaction scores (CSAT).
- Number of businesses contacted and meetings scheduled.

## Execution Plan

### Phase 1: Minimum Viable Product (MVP)

- **Focus:** Launch a functional web app with core features.
- **Features:** User profiles, basic AI ranking, and the ability to save/shortlist businesses.

### Phase 2: Initial Enhancement & Agent V1

- **Focus:** Introduce the AI agent and enhance core functionality.
- **Features:** AI agent for drafting and sending emails, calendar integration for scheduling, and more advanced search filters.

## Dependencies & Assumptions

- Access to listing sites (BizBuySell, BizQuest, FranchiseGator, LoopNet).
- Reliable structured data for ranking (revenue, cash flow, industry).
- Users are willing to share financial preferences for personalization.
- AI & calendar API integrations (e.g., Gemini, Google/Outlook).

## Core User Journey

1. **Onboarding** → Enter profile (capital, risk, location).
2. **Discovery** → Get ranked businesses, view details, and shortlist.
3. **Engagement** → AI agent emails seller + proposes meetings.
4. **Follow-up** → Track communications & shortlist history.

Our success depends on the stability of data from top listing sites and the performance of third-party AI APIs. We will continuously monitor data sources and user behavior to refine the ranking algorithm and provide the most accurate recommendations.