

# Project Brief: Account-Based Marketing One-Pager Generator (Proof of Concept)

## Overview

Build a proof-of-concept system that generates a single-page, branded Account-Based Marketing one-pager for a target company to be used by our Business Development Representatives (BDRs). This POC should demonstrate your approach, reasoning, and workflow design—not a fully productionized solution.

The system should be easy for Business Development Representatives to use. **At minimum, require the company's name and website**, but you can ask for more simple optional fields if they improve results.

**You may use any publicly available information, and we are happy to share API keys for Anthropic, Google, or OpenAI if requested.** The goal is to analyze the company and transform that insight into a polished, BDR-ready asset.

## Required Output Sections

### 1. Snapshot (Firmographic Summary)

- Industry + approximate org size
- Locations and/or offices
- Current tech stack hints (if available)
- Notable “change events” (leadership moves, hiring spikes, acquisitions)

### 2. Why Now (Context → Internal Comms Friction)

- 2–3 bullets connecting account context to internal comms challenges Workshop solves

### 3. Persona Map (Champions & Influencers)

For each likely persona:

- Goals
- What they care about
- Common objections

### 4. Angles & Proof

- Top 2 Workshop value props relevant to this account
- 1 real customer logo, quote, or metric (factual)

## Format & Quality Expectations

- Clean, branded PDF that is visually appealing, skimmable, and has a clear hierarchy
- Accurate and grounded in public data
- Useful as a BDR-ready asset

## Evaluation Criteria

- Output quality: clarity, relevance, accuracy, aesthetics
- System design: how you gather, analyze, structure data
- Process: planning, prompting, iteration, quality control
- POC mindset: smart tradeoffs and strong v0 delivery