

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