SmartLeadProfiler - Caprae Capital AI-Readiness Challenge

Context

Caprae Capitals AI-Readiness Challenge is designed to evaluate how candidates can apply AI and software engineering principles to real-world business tools. Specifically, this challenge focuses on enhancing or reimagining features within saasquatchleads.com, a SaaS-based lead generation platform used to identify and prioritize potential clients for outreach.

The firms goal is to go beyond basic scraping it seeks actionable insights that support strategic sales and post-acquisition value creation. Candidates are given a 5-hour window to build a tool or feature that shows strong business understanding, technical competence, and potential to scale.

Problem Statement

The objective was to enhance the existing lead generation tool by focusing on a high-quality, time-efficient solution that enriches and scores leads to support better decision-making for sales and M&A teams.

Tools & Technologies

- Python (Requests, BeautifulSoup, dotenv)

- Streamlit for UI

- Hunter.io API for email enrichment

- Custom scoring logic based on business criteria

Approach

The user inputs a company domain. The system fetches the companys site metadata and integrates with the Hunter.io API to retrieve verified emails. A scoring algorithm evaluates each lead based on signals like personal vs generic emails, website completeness, and availability of enrichment data.

Business Value

This tool helps prioritize high-quality leads, reduces time spent on low-value prospects, and provides scalable enrichment with simple deployment. Future versions could include LinkedIn and Clearbit integrations, or CRM pipeline integration.