

1. Challenge Overview

We are looking to enhance our leadgen scraping tool:

<https://www.saasquatchleads.com/>

[Demo video](#)

Please analyze this business model and create a tool within the accessible features that you think could help a company in the most effective way possible with just 5 hours of code.

Game Rules: Building a Better Lead Generation Tool

1. **Analyze with Intent:** Begin by thoroughly studying the reference application, focusing on its features, functionality, and overall design. Gain a clear understanding of its strengths, limitations, and business purpose.
2. **Strategic Development Focus:** Dedicate no more than 5 hours to reverse engineer one or two impactful aspects of the tool. You can choose between two approaches:
 - **Quality First:** Focus on enhancing a specific feature to improve performance, accuracy, or usability.
 - **Quantity Driven:** Develop multiple lightweight tools that replicate or expand upon the original concept to maximize output.
3. **Articulate Your Rationale:** Conclude by presenting a concise, one-page explanation detailing your design choices. Highlight the feature(s) you chose to replicate or improve, why they add value, and how they align with real-world business needs.

2. Submission Requirement

- GitHub Repository: Containing all relevant code, a README.md with setup instructions, and the dataset (if permissible).
- Report: A short no more than 1-page document (PDF or Markdown) explaining your approach, model selection, data preprocessing, and performance evaluation (cite the model you used). (Your rationale here)
- Video Walkthrough: Submit a 1-2 minute video explaining your project, decisions, and results.
- Demo (optional but recommended): Provide a Jupyter Notebook walkthrough or API demonstration if feasible within the time limit.

3. Evaluation Criteria

Your work will be assessed based on:

1. **Business Use Case Understanding (10 points):**

We are looking for a tool that demonstrates a clear understanding of the lead generation process, aligning with real business needs. The solution should reflect strong business acumen, identifying key data points that are valuable for sales outreach. Points will be awarded based on the tool's ability to prioritize high-impact leads, minimize irrelevant data, and integrate seamlessly into existing sales workflows. Tools that align closely with our target market, customer personas, and sales strategy will score highest. Creative approaches that go beyond simple scraping to deliver actionable insights are highly encouraged.

2. UX/UI (10 points):

The tool should prioritize user empathy, offering a clean and intuitive interface that simplifies data collection and management. We are looking for seamless navigation, clear data presentation, and minimal learning curves for users. Points will be awarded for thoughtful design decisions that reduce complexity, enhance usability, and improve overall user experience. Tools that effectively guide users through key processes—like filtering, exporting data, or verifying leads—will stand out. Exceptional submissions may also offer smart automation or workflow enhancements that improve time efficiency.

3. Technicality (10 points):

The tool should demonstrate technical sophistication, efficiently extracting accurate and relevant data from multiple sources. Points will be awarded for effective data parsing, reliable performance at scale, and the ability to handle complex web structures. Bonus points will be given for features that improve data quality, such as deduplication, enrichment, or validation. Solutions that show flexibility in adapting to changing websites, CAPTCHAs, or IP restrictions will be particularly strong. Tools that combine technical rigor with speed and scalability will score highest.

4. Design (5 points):

Visual presentation should be clear, professional, and thoughtfully organized. Points will be awarded for effective use of color, typography, and layout to improve usability. While simplicity is key, the design should feel polished and purposeful, aligning with modern software aesthetics. Submissions that effectively use visual cues to improve navigation, highlight key actions, or organize data will stand out. Exceptional designs will blend functionality with aesthetic appeal to create a positive first impression.

5. Other (5 points):

This category rewards creativity, innovation, and unexpected value-adds that improve the tool's effectiveness. Points may be awarded for features like automated reporting, CRM integrations, or unique filtering capabilities. Tools that demonstrate an extra layer of thoughtfulness, such as ethical data collection practices or insights for sales strategy, will also score well. Exceptional presentations, clear documentation, and

well-articulated product strategies will be recognized. Above all, we are seeking solutions that deliver high-impact results efficiently.

4. Please attach your resume for our management team to review.

5. Deadline

Once submitted, your handbook will be evaluated. If you receive a satisfactory score, you will receive an interview invite for a 10-minute screening interview within 2-3 business days. If not a final offer depending on your stage. Only handbooks that have passed will receive an invite for the next steps. Candidates that pass, must be able to start immediately. For those who desire to postpone their start date must reapply. Reapplicants must wait at least 6 months before reapplying. For those that fail the handbook, unfortunately you will unlikely receive a notification. Caprae receives 1000s of applicants and it is not always possible for our staff to follow up with all candidates. To allow for parity in the interview process, extensions will not be allowed

Good luck!