

Caprae Capital Internship Challenge

Automated IT Lead Generation and Cold Email Drafting System for B2B Outreach in Los Angeles

Comprehensive Report on Scraping, Contact Extraction, and Email Automation

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What Was the Goal of This Project?

The main goal of this project was to help Caprae Capital find potential IT companies in Los Angeles that they can contact for strategic business partnerships. To make this process efficient and automated, I built a tool that:

- Searches for IT companies using Google Maps.
- Extracts the names and websites of those companies.
- Looks through their websites to find email addresses.
- Writes a professional cold email to each company.
- Saves all the collected information into a structured file.

What Does the System Do? (Step by Step)

1. Open Google Maps Automatically

The tool opens Google Maps and types “IT companies in Los Angeles” in the search bar.

2. Scrolls Through the Results

The script scrolls through the results, just like a person would, so more companies appear on the screen.

3. Clicks on Each Company

For each business:

- The script clicks the company to open its profile.
- It checks if a website link is available.

4. Visits the Company Website

If a website is listed:

- The script visits the site.
- It searches the page for contact email addresses using mailto links and regular expressions.

5. Writes a Cold Email

When an email address is found, the script generates a professional cold email that introduces Caprae Capital and invites the company to discuss potential partnership opportunities.

6. Saves Everything in a File

The collected data is saved into a CSV file with the following columns:

- Company Name
- Website
- Email
- Cold Email

Example Output

Below is an example row of the output:

Company Name	Website	Email	Cold Email
L+R Los Angeles	http://levinriegner.com/	info@levinriegner.com	[Auto-generated cold email content]

Why This Is Helpful for Caprae Capital

This tool delivers multiple benefits:

- **Time-saving:** No manual searching required.
- **Accurate leads:** Finds real company websites and contact info.
- **Professional outreach:** Emails are polite, custom-written, and ready to send.
- **Easy access:** All data is saved into one file you can open in Excel or Google Sheets.
- **Reusable:** You can use this tool again for other cities or industries.

Limitations

- Not all websites publish email addresses.
- Some websites are protected against bots or scraping.
- Cold email messages are currently simple and basic.

Files You Will Receive

When the tool is executed, it generates:

- `IT_Companies_LA_Caprae.csv`

This CSV file contains:

- All company names
- Their websites
- Email addresses (if found)
- A ready-to-send cold email

Final Thoughts

This automated lead generation tool is fully functional and tailored to meet Caprae Capital's current needs. It helps you discover potential partners quickly and reach out to them professionally. It's efficient, easy to use, and scalable for future growth.

Thank you for the opportunity to build this tool! If you'd like a live demo, I'd be happy to assist !!!