Perfect — let’s expand this into the **more extensive, first-time vs. returning client format** with **detailed logic**. This way your engineers get crystal-clear requirements per section, per client type. I’ll keep the **UI/UX | Data Sources | Logic** structure you like, but expand each part so it’s rich enough for hand-off.

# **Business Requirements — Client Meeting Prep**

## 02.03.02 Client Insights: Recent Updates (What Happened)

### UI/UX

* Present a **“Recent Updates” card** with a chronological feed.
* Clear visual cue for **First-Time vs Returning** (e.g., toggle or auto-detect based on CRM/Outlook history).
* Updates should be tagged with **source type** (news, CRM, filings, analyst note).
* Provide a **highlight strip** for “critical updates” (M&A, earnings, executive changes).

### First-Time Client

**Data Sources**

* **External**:  
  + CapIQ: company profile, financial filings, market activity.
  + Crunchbase: company overview, funding rounds, competitive landscape.
  + Public Websites/Press Releases: corporate announcements, leadership changes.
  + Regulatory Filings: EDGAR/SEDAR for annual, quarterly, and event-driven filings.
  + Broker/Analyst Reports: market perception, analyst commentary.
  + Industry News Feeds (Bloomberg/FactSet/Reuters): broader sector context.
* **Internal**:  
  + Call Notes (if available from colleagues).
  + Internal Memos/Strategy Notes.

**Logic**

* Retrieve **12 months of company updates** with priority ordering:  
  + Hard events (M&A, new product launches, CEO changes).
  + Financial disclosures (earnings releases, guidance changes).
  + Sector shifts (competitor launches, regulatory changes).
* Surface **executive bios** for meeting attendees.
* Enrich updates with **context tags** (e.g., “Competitor Activity,” “Regulation,” “Financial Disclosure”).
* Present as **Company & Industry Digest**.

### Returning Client

**Data Sources**

* **External**: Same as above.
* **Internal**:  
  + CRM/Deal Logic/Call Notes → action items, deal status.
  + Prior meeting record (date anchor).

**Logic**

* Filter **only updates since last recorded meeting date**.
* Highlight changes across four categories:  
  + Company announcements.
  + Competitor movements.
  + Analyst/broker revisions.
  + Internal CRM entries.
* Provide **deltas vs last interaction** (e.g., “Stock price ↑ 12% since May 10 meeting”).
* Present as **“What’s Changed Since Last Meeting” card**.

## 02.03.03 Client Insights: Talking Points (What to Say)

### UI/UX

* **Talking Points card** divided into:  
  1. Icebreakers/Relationship.
  2. Strategic Fit.
  3. Opportunities & Recommendations.
* Each talking point linked to its **supporting update** (traceability).
* Allow **banker to edit/curate** before meeting.

### First-Time Client

**Data Sources**

* CapIQ: financial/valuation context.
* Crunchbase: funding, partnerships, competitive signals.
* Broker Reports: industry dynamics, peer performance.
* Internal Strategy Docs: thematic/sector insights.
* Public Data: LinkedIn/BoardEx for attendee bios.

**Logic**

* Generate **introductory context** (who they are, what they’ve been doing recently).
* Extract **strategic objectives** (growth, M&A, capital raising) from reports, press releases.
* Map **peer moves** (comparable deals, sector benchmarks) as talking points.
* Generate 2–3 **advisor-style recommendations** tailored to sector position.
* Create **personalized icebreakers** (congratulate on product launch, leadership recognition, etc).

### Returning Client

**Data Sources**

* CRM/Call Notes: previous action items, outstanding requests.
* CapIQ: updated metrics and filings.
* Broker Reports: estimate revisions, market commentary.
* Deal Logic: ongoing transactions.

**Logic**

* Start with **Recap**: last meeting’s commitments, unresolved items.
* Update **opportunity areas** discussed previously (progress, new data points).
* Suggest **new recommendations** aligned with what changed since last meeting.
* Cross-link to **Recent Updates** section for context (e.g., “Given their Q2 earnings surprise, reframe financing strategy”).
* Organize into **Follow-Up & Opportunities card** with Recap → Progress → New Directions.

## 02.03.04 Client Insights: Key Metrics

### UI/UX

* **Key Metrics card** with compact table and peer benchmarks.
* Use **delta indicators (↑/↓)** for returning clients.
* Support export to banker’s notes or pitchbook.

### First-Time Client

**Data Sources**

* CapIQ: historical financials, valuation, balance sheet.
* Broker Reports: summary earnings, consensus estimates.
* Public Filings (EDGAR/SEDAR): raw quarterly/annual data.

**Logic**

* Show 3-year historical data: Revenue, EBITDA, Net Income, Cash Flow.
* Display valuation multiples: EV/EBITDA, P/E, P/B vs peers.
* Add leverage and liquidity ratios (Debt/Equity, Debt/EBITDA, current ratio).
* Show stock performance: market cap, 52-week high/low, YTD change.
* Benchmark all against **industry averages**.

### Returning Client

**Data Sources**

* CapIQ: new filings, updated estimates.
* Broker Reports: analyst estimate revisions.
* Internal Notes: deal-related valuation assumptions.

**Logic**

* Anchor to **last meeting date**.
* Show only deltas:  
  + Q/Q financial results vs prior quarter.
  + Analyst estimate changes since last call.
  + Market sentiment (ratings upgrades/downgrades, price target changes).
  + Balance sheet changes (new debt issuance, refinancing).
* Summarize with **highlighted shifts** (e.g., “Net Debt ↓ $500M since April meeting”).

✅ **Engineering Notes**

* Each section requires **two logic flows** (first-time vs returning).
* Build **date anchor logic** using CRM/Outlook integration for returning client mode.
* Maintain **strict separation** between:  
  + **Recent Updates = Raw facts**.
  + **Talking Points = Curated insights** derived from those facts.
* Output must be **card-based, modular, and traceable** (banker can click into sources).

Would you like me to now **render all three sections in a tabular format** (columns = first-time vs returning, rows = data sources + logic) so your engineers can consume it directly in Jira/Confluence?