

# AI-Powered Lead Enhancement – Rationale

## Business Need

The original SaaSquatch platform offers a base for scraping companies and their contact data. However, it lacks:

- \* Insight into lead **quality or priority**
- \* Clear UI/UX workflows
- \* Export and enrichment functionalities

## # Our Solution

We redesigned the UI and added:

- \* **Lead Scoring**: Quantifies lead potential to aid sales teams
- \* **Lead Enrichment**: Adds value with email/domain/LinkedIn (mocked)
- \* **CSV Export**: Sales-friendly download feature
- \* **Modular Backend**: FastAPI routes mimic real-world integration logic
- \* **Professional UI**: Enhances accessibility and UX flow

## ### Justification of Effort

Under the 5-hour limit, we prioritized \*impactful modularity\*:

- \* \*\*Frontend\*\* is extendable and mirrors existing design
- \* \*\*Backend\*\* mimics real data use with minimal code
- \* Simulated data serves for demo and future real API integration

### Business Value

This tool enhances Caprae's leadgen suite by:

- \* Improving \*\*sales productivity\*\* through scoring
- \* Reducing \*\*manual data entry\*\* with enrichment
- \* Providing a \*\*cleaner UI\*\* that scales well

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Built with scalability and business alignment in mind.

When you click the Enrich button: ---

It calls the backend endpoint:

GET /leads/{lead\_id}

This triggers `enrich_lead()` in `enrich.py`, which returns:

✉ A business email (e.g., [info@company.com](mailto:info@company.com))

🌐 A domain (e.g., `company.com`)



A LinkedIn profile (e.g.,  
[linkedin.com/company/company](https://linkedin.com/company/company))



A lead score (e.g., 76)