

The Kelp “Automated Deal Flow” Challenge

AI & M&A Automation Hackathon | Jan 2026

Organized by: Kelp (M&A & Investment Solutions) **Prize Pool:** ₹1,60,000 **Duration:** 3 Weeks

1. The Problem Statement

In the high-stakes world of Mergers & Acquisitions (M&A), speed and precision are currency. Investment advisors currently spend countless hours manually researching target companies, extracting financial data, and formatting “Investment Teasers”—brief, 3-slide summaries used to pitch assets to potential buyers anonymously.

Kelp is disrupting this workflow. We are asking you to replace the manual grind with an intelligent AI Agent.

The Goal: Build a software pipeline (Python preferred) that accepts a **Company Name** and a **Provided Data Pack** as input, and automatically generates a fully formatted, **3-slide “Blind” Investment Teaser PPT**.

2. The Challenge Workflow (Mandatory Requirements)

Your AI pipeline must autonomously execute the following steps for **any** given company. Missing any step will result in disqualification.

1. Hybrid Data Ingestion:

- **Private Data Layer:** The AI must ingest structured datasets provided by Kelp (Excel/PDFs containing *Financials, Credit Reports, and Past Deal Information*).
- **Public Data Layer:** For qualitative aspects (Business Model, Products, Market Sentiment), the AI must crawl public sources (Company Website, Blogs).

2. Visual Intelligence: The AI must source high-quality, relevant images to visually represent the business.

- **Focus:** Images should depict **Products, Manufacturing Plants, or R&D Facilities** relevant to the sector.
- **Constraint:** Images must be generic enough to not reveal the specific identity (e.g., no visible logos on factory walls).

3. Context-Aware Structuring: The AI must determine the most relevant sections based on the company type (See *Section 3* for examples).

4. **The “Blind” Factor:** All text must be rewritten to anonymize the company while keeping the data accurate.
 5. **Editable PPT Generation:** The final output must be a fully editable PowerPoint (.pptx) file containing native charts/graphs where applicable. Strict adherence to the **Kelp Branding Guidelines** (Colors, Fonts, Footer) must be programmatically enforced.
 6. **Citation Generation:** In parallel to the PPT, the code must generate a separate **Citation Document** (Word/PDF) linking every claim and number to its source.
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3. Sector-Specific Slide Examples

Your AI must detect the sector and populate the slides with the correct “High-Value” information. Below are two examples of how the 3-slide structure should adapt:

Scenario A: Manufacturing / Specialty Chemicals

(Reference: Similar to a B2B Ingredient Manufacturer)

- **Slide 1: Business Profile & Infrastructure**
 - *Key Visuals:* Images of chemical facilities, R&D labs, or raw material processing.
 - *Key Sections:* Product Segments (e.g., Lecithin, Phospholipids), End-User Industries (Paints, Pharma, Nutrition), and Manufacturing footprint (e.g., “5 state-of-the-art facilities”).
- **Slide 2: Financial & Operational Scale**
 - *Graphs/Infographics:* A Bar chart showing Revenue Growth (CAGR ~15%+) and EBITDA Margins (20%+).
 - *Key Metrics:* Export contribution (e.g., “45% revenue from exports”), Certification badges (GMP+, FSSC 22000), and Customer count (600+).
- **Slide 3: Investment Highlights**
 - *The Hook:* “Proprietary product portfolio with high entry barriers,” “Strategic location enabling low logistics costs,” and “Robust financial performance with industry-leading margins.”

Scenario B: D2C Consumer Brand

(Reference: Similar to a Health/Wellness E-Commerce Brand)

- **Slide 1: Brand Overview & Market Presence**
 - *Key Visuals:* Lifestyle shots of wellness products, packaging close-ups (anonymized), or digital storefront mockups.
 - *Key Sections:* Portfolio Mix (Men’s Wellness, Skin Care, Immunity), Channel Presence (Amazon, Flipkart, Own Website), and Certification Logos (USDA Organic, Non-GMO).

- **Slide 2: Growth & Unit Economics**
 - *Graphs/Infographics:* A chart showing “Bottles Sold” growth or “Revenue Growth” (CAGR ~65%).
 - *Key Metrics:* Customer Loyalty (Repeat Rate 35%+), Unit Economics (LTV/CAC > 7x), and Average Order Value (₹600+).
- **Slide 3: Investment Highlights**
 - *The Hook:* “Ranked Top 3 in key categories on Amazon,” “Profitable operations with 70%+ Gross Margins,” and “Significant whitespace opportunity in the \$4Bn+ dietary supplements market.”

4. The Test Suite (5 Companies)

For the final submission, your tool will be tested against **5 Distinct Target Companies** across different sectors (e.g., Manufacturing, Tech, Consumer Goods, Pharma, Logistics).

Logistics: - Upon registration, teams will receive a **“Data Pack”** for these 5 companies. - This pack will contain proprietary files (Balance Sheets, Credit Ratings, M&A History) that are *not* publicly available. - Your AI must synthesize this **Private Data** with **Public Web Data** (blogs/websites) to create the final teaser.

5. Submission Deliverables

1. **Source Code:** GitHub link or Zip file containing your scripts/agents.
2. **The Output PPTs:** A folder containing the 5 generated .pptx teasers (one for each test company).
3. **The Citation Docs:** 5 separate documents listing sources for the data used.
4. Participants are free to use any free or paid online APIs to achieve results, but the cost incurred must not exceed **₹100 per presentation** (approximately 5 slides). Better quality achieved with a lower budget will be rewarded.

6. Evaluation Matrix

Criteria	Weightage	Description
Editable PPT Generation	30%	Is the output a high-quality, editable PowerPoint with native charts/graphs? (No static screenshots of text).
Adaptability (Sector Logic)	25%	Does the AI choose the right metrics and

Criteria	Weightage	Description
		structure for the specific industry?
Data Fusion Capability	20%	How well does the AI combine the <i>Provided Private Data</i> with <i>Scraped Public Data</i> ?
Anonymization & Writing	15%	How smart is the AI at anonymizing and creating content perfect for presentations?
Citation Integrity	10%	Are the claims backed by valid URLs or File references?

Attachment A: Kelp Branding Guidelines

1. Brand Identity - Logo: The “Kelp” logo (use a text placeholder) must appear on the **Top** of every slide. - **Footer:** Every slide must contain the text: “*Strictly Private & Confidential – Prepared by Kelp M&A Team*” in the bottom center (Size 9pt).

2. Color Palette - Primary (Covers/Overlays): Dark Indigo/Violet with geometric overlays. - **Secondary (Accents):** Pink-to-Orange Gradient (Brand) and Cyan Blue (Icons). - **Background:** Clean White for content slides. - **Text:** White (on covers), Dark Grey (on body).

3. Typography - Headings: Arial Bold (Size 20-24). - **Body Text:** Arial Regular / Aptos (Size 10-12).

4. Layout Principles - Information Density: Avoid large walls of text. Use bullet points and split the slide into 3-4 distinct quadrants or columns. - **Imagery:** Images must be clean, rectangular, and “Full Bleed” (stretching to the edge) where appropriate, or contained in neat grids. - **Anonymity:** **NO** logos of the target company. **NO** Mention of the specific Company Name in the slides.