# **AI GTM Engineer Intern – Take-Home Challenge**

**Goal:** Show us how you would improve and extend our existing AI-powered GTM engine — making it smarter, more targeted. AND/OR bring a new idea and a pathway to execute on it.

This is meant to be **open-ended** — feel free to follow this format loosely and design your own take-home project that could have an impact on generating revenue. You are not limited to what’s on this document, feel free to be as creative as possible.

## **What We Care About**

1. **Design Thinking:** Scalable, repeatable approach to stitching and connecting data.
2. **Business Acumen:** Clear “why” behind each improvement and its GTM impact.
3. **Creativity:** Unique, high-impact outputs that stand out.
4. **Automation Skills:** Connect APIs, integrate tools, and automate workflows.
5. **Clarity:** Process we can follow, test, and scale.

## **Our Current Engine**

We use **Clay** to run AI search agents that gather and synthesize information, score accounts for best fit, and find key contacts for outreach.  
We want to improve this engine by:

* **Better Targeting:** Add technographic/firmographic layers for more precise scoring.  
  **Better Messaging:** Create stronger, more personalized messaging from gathered insights.
* **Better Delivery:** Share insights through more than email — e.g., LinkedIn, cold calls, personalized videos.

## **Your Task – Pick & Create**

Use AI to uncover **interesting, high-value information** from one or more sources. You can mix and match from the list below, or bring your own ideas.

**Possible sources:**

* Public docs, API docs, product FAQs
* Reddit, Discord, or GitHub discussions
* Technographic & firmographic APIs (industry, stack, size)
* Code repos or commit histories

**Potential signals to look for:**

* Weak or manual authentication/authorization
* Identity/security challenges
* New company initiatives (security, onboarding, integrations)
* Identify your own

**Inspiration for what to build: Although we currently use Clay, feel free to use any tool at your disposal.**

* AI agent that monitors forums and repos for keywords & patterns
* An engine that we can scale and plug and play for different GTM plays
* Workflow combining structured + unstructured data for richer scoring
* Alert system that flags high-fit accounts in real time
* Creative outreach asset (email, LinkedIn, video) directly tied to findings