

Assignment — Identify & Document a Real-World Automation Use Case

Objective

You must find **one powerful real-world B2B operational use-case** that can be **significantly improved through automation**.

- **Do not build** anything.
- Your task is to **research, design, and document** how this automation would work.
- You may use **any APIs, systems, or integrations** that make sense.

We are not looking for toy ideas (like sending a reminder email). The use-case should be **multi-step, recurring, and high impact**.

Example Departments

Curate one or more **specific daily or recurring tasks** that are powerful **real-world B2B operational use-cases**. Here are **simple hints and examples** to guide you about real world operational difficulties that most people deal with:

- **Finance & Accounting** → messy invoices, payment follow-ups, or expense approvals.
- **Sales & Account Management** → losing track of leads, slow follow-ups, or missed renewals.
- **Marketing (B2B)** → juggling campaigns, leads, and reporting across tools.
- **Customer Support / Success** → tickets taking too long, wrong team handling issues.
- **Procurement / IT Operations** → supplier onboarding, purchase approvals, mismatched records.
- **Product Management / Ops** → ensuring launches are smooth, handoffs between teams.
- **Research & Market Insights** → collecting messy data, turning it into clear insights.

- **Business Intelligence / Analytics** → reports are outdated, teams can't access insights quickly.
- **Supply Chain & Logistics** → delays, wrong shipments, poor communication with vendors.
- **E-commerce Operations (B2B sellers)** → order syncing across channels, stock mismatches.
- **Events & Venue Management** → registrations, vendor coordination, invoicing issues.
- **Real Estate / Property Mgmt** → lease renewals, maintenance requests, billing problems.
- **Creative Agencies / Studios** → client briefs, approval delays, billing headaches.
- **Media / Publishing** → sponsor ads not syncing with publishing and invoicing.
- **Specialized Services (legal, consulting)** → case tracking, milestone billing, client updates.
- **Field Services** → job dispatching, proof of work, and billing follow-ups.

👉 You can choose any process that is not clearly listed here unless it's a practical operational real world business use case.

What to Deliver (Your Document)

Your final document must include these sections:

1. **Title & One-Line Summary** (clear problem statement).
2. **Problem & Evidence** → Describe the pain point and attach **one proof** (stat, interview note, report, etc.).
3. **Stakeholders** → Who is involved? Who benefits?
4. **KPIs & Impact** → Show 2–3 measurable improvements (e.g., hours saved, errors reduced, cost avoided).
5. **Multi-Step Use Case** → Describe the full workflow, stages, and systems involved.
6. **Development Approach** → Explain **how you'd build it**, step by step. You can mention any APIs, integrations, or tools. Show how data flows and how people

interact.

7. **Failure Modes** → At least two things that can go wrong (e.g., API downtime, missing data) and how to recover.
8. **Security & Privacy** → Mention data sensitivity and how it should be handled.
9. **Rollout Plan** → Roughly explain how this could be implemented in phases.

Scoring

- Strong **real-world relevance** and **evidence** → 30%
- Well-defined **multi-step workflow** → 25%
- Clear **KPIs & measurable impact** → 20%
- Development approach that engineers can execute → 15%
- Failure modes & security considerations → 10%

Auto-reject if:

- Single-step / trivial process
- No evidence provided
- Not clearly B2B

👉 This assignment is your chance to show us how you **think, research, and design automation that matters in the real world**. The more you give effort, the better are your chances to be shortlisted for a chance of Internship in **Entrepreneur Growth Labs**.

👉 **Keep it simple but strong**. We want use-cases that feel **practical, recurring, and valuable** in a real business.

👉 The candidate that brings the best use case will receive the **signing bonus** along with the **Offer Letter**.