

Business Requirements Document: ChromaDB-V

1. Project Overview

1.1. Introduction

ChromaDB-V is a vector database solution designed to simplify the process of building and managing complex AI applications. This project aims to launch a webinar to generate signups and promote the product to the target audience.

1.2. Business Objectives

1. Increase brand awareness among the target audience.
2. Generate a minimum of 500 signups for the webinar within the first 6 weeks.
3. Position ChromaDB-V as a leading vector database solution in the market.
4. Drive revenue growth through sales and subscriptions.
5. Establish a strong online community around ChromaDB-V.

2. Target Audience

2.1. Primary Persona

Our primary persona is a backend developer or data scientist who is struggling with scalability and performance optimization, security and data, and complexity of vector database management. They are motivated to overcome these challenges and improve the efficiency of their projects. They prefer to learn through online communities, such as Reddit and LinkedIn, and technical blogs, such as Medium.

2.2. Key Problems (Pain Points)

- * Scalability and performance optimization issues in AI applications.
- * Security concerns related to data storage and management.
- * Complexity of vector database management, leading to increased development time and costs.

3. Proposed Solution

3.1. Solution Overview

ChromaDB-V offers a scalable, secure, and easy-to-use vector database solution that simplifies the process of building and managing complex AI applications. Our solution addresses the pain points of our target audience by providing a robust and efficient vector database management system.

3.2. Key Features (Functional Requirements)

1. Scalable architecture to handle large volumes of data.
2. Advanced security features to protect sensitive data.
3. Easy-to-use interface for vector database management.
4. Real-time analytics and monitoring for performance optimization.
5. Integration with popular AI frameworks and libraries.
6. Automated backup and recovery for data protection.
7. Customizable data models for flexibility and adaptability.

4. User Stories

1. As a backend developer, I want to easily integrate ChromaDB-V with my AI application so that I can focus on building a robust and efficient system.
2. As a data scientist, I want to be able to securely store and manage large volumes of data in ChromaDB-V so that I can ensure the integrity and confidentiality of my research.
3. As a developer, I want to be able to monitor and analyze the performance of my AI application in

real-time using ChromaDB-V so that I can identify and resolve issues quickly.

4. As a user, I want to be able to easily manage and customize the data models in ChromaDB-V so that I can adapt to changing requirements and needs.

5. As a user, I want to be able to easily backup and recover my data in ChromaDB-V so that I can ensure business continuity and minimize downtime.

5. Success Metrics

1. Number of webinar signups within the first 6 weeks (target: 500+).

2. Conversion rate of webinar attendees to paying customers (target: 20%+).

3. Net Promoter Score (NPS) of customers (target: 50+).

4. Average revenue per user (ARPU) within the first year (target: \$X+).

5. Customer retention rate within the first year (target: 80%+).