Revised Project Proposal: AI Sales Copilot

Prepared for: Neurospace.ai

Prepared by: Zerostic

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1. Executive Summary

Following our recent strategic discussion, we have revised our proposal to align with Neurospace's immediate goal: **Speed to Market.**

We propose a phased approach:

- **Phase 1 (Immediate):** A **"Sales-Ready MVP"** focused on Universal Search, accurate data retrieval (powered by Lusha), and **Generative AI Messaging** to onboard early adopters and investors immediately.
- **Phase 2 (Future Upgrade):** The full **"AI Brain"** development, introducing deep reasoning, BANT analysis, and complex agentic workflows once the user base is established.

2. Option A: The "Sales-Ready" MVP (Priority Build)

Objective: A fully functional AI-powered search and drafting tool that removes current limitations and enables immediate sales usage.

Core Features

1. **Universal AI Search (NLP Enabled):**
   - **Natural Language Processing:** Users can search naturally (e.g., "Find details for zerostic.com" or "Tell me about Neurospace").
   - **Universal Access:** Remove pre-set limitations; enable searching for *any* company via Name or Domain.
   - **Data Persistence:** Automatically save searched data to Firebase to build your proprietary data asset.
2. **Single-Source Truth (Lusha Integration):**
   - Integration of **Lusha API** as the primary source for Contact and Company data (chosen for its high accuracy in the target market).
   - **Data Retrieval:** Fetch and display validated data (Email, Phone, Revenue, Headcount, Tech Stack) directly.
3. **Generative AI Messaging Engine:**
   - **Smart Draft Generation:** We utilize **LLMs (GPT-4o-mini)** to generate personalized outreach messages.
   - **Contextual Inputs:** The AI combines **Company Data** (from Lusha) with the User's **Onboarding Form** (ICP & Value Proposition) to write tailored Emails and LinkedIn messages.
4. **Basic BANT & Discovery Framework:**
   - **BANT Qualifiers (Simplified):** The AI estimates **Budget** and **Authority** based on hard data points (Revenue, Headcount, Job Titles) and maps **Need/Timeline** from the User's Onboarding Form context.

- Discovery Questions: Generates relevant discovery questions for the prospect based on their Industry and Role.
- *Note:* This version relies on structured data and user inputs. It does *not* perform the "Deep Analysis" (reading annual reports/news for specific triggers) which is reserved for Option B.

5. **Migration & Hosting:**
   - Migration of existing relevant code/assets from AWS to **Google Cloud Platform (GCP)**.
   - Setup of **Google Firebase** to utilize free tier credits.
   - Domain handling: Redirect neurosphere.in to neurospace.ai.

3. Option B: The "AI Copilot" (Full Product Vision)

Objective: The comprehensive "Brain" that thinks, reasons, and strategizes like a human SDR. (This option includes everything in Option A, plus the following upgrades).

Advanced Intelligence Features

1. **Deep Agentic Analysis:**
   - **Advanced BANT Prediction:** AI agents actively scrape and analyze **unstructured data** (News, 10-K Reports, Press Releases) to find specific evidence for Need and Timeline (e.g., "Company X just announced expansion plans").
   - **Buying Intent Score:** Calculation of intent based on hiring signals and funding news.
   - **Strategic Discovery:** Generation of highly specific, context-aware questions based on recent company events.
2. **Hybrid Data Aggregation (Strategy A+B+C):**
   - Implementation of the "Smart Aggregator" to combine data from Search (Tavily), News, and multiple APIs, not just Lusha.
   - **Model Tiering:** Using GPT-4o for complex reasoning tasks.
3. **Long-Term Memory (LSTM):**
   - The system "remembers" user behavior across sessions (e.g., automatically adjusting tone based on previous edits).
4. **Bulk Operations & Integrations:**
   - Excel Upload (Bulk Research).
   - Two-way CRM Sync.

4. System Architecture & Tech Stack (Smart Engineering)

We will build the MVP on the final target architecture to ensure no code is wasted when upgrading to Phase 2.

- **Frontend: Next.js (React)**
  - *Why:* Industry standard for high-performance, responsive web apps. Enables Server-Side Rendering (SSR) for lightning-fast load times.
- **Backend: Python (FastAPI)**
  - *Why:* Python is the native language of AI. Even for the MVP, using Python allows us to "turn on" the advanced AI agents in Phase 2 without rewriting the backend.
- **Database: Google Firebase (Firestore)**
  - *Why:* As discussed, Firestore is superior to SQL for this use case. It allows **Real-time syncing**, scales automatically, and offers generous free tiers (perfect for the startup phase) compared to paying for a dedicated PostgreSQL server immediately.
- **Hosting: Google Cloud Run + Vercel**

○ *Why:* We will utilize the **$300+ Google Cloud credits** available to new startups to keep your initial infrastructure costs near zero.

5. Investment & Commercials

Option A: Sales-Ready MVP (Recommended Start)

Focus: Universal NLP Search, Lusha Integration, GenAI Messaging, Basic BANT.

Item	Cost Estimate (INR)
MVP Development (Next.js Frontend + Python Backend + Lusha Integration)	₹ 2,10,000
Generative AI & Search Logic (NLP Search + Messaging + Basic BANT)	₹ 80,000
Migration & Setup (AWS to Google Cloud + Domain Config)	₹ 10,000
QA & Testing	₹ 50,000
Total MVP Cost	**₹ 3,50,000**

Option B: Full AI Copilot Upgrade

Focus: Deep Analysis, Advanced BANT, LSTM Memory, Advanced RAG.

Item	Cost Estimate (INR)
Total Full Product Cost (Includes MVP features)	**₹ 5,40,000**

Note: If you proceed with Option A now, and upgrade to Option B later, the cost will be updated by the Zerostic Team (Could be just the difference, or could be less or more).

Discount Eligibility For Option A

Seal Name	Size (px)	Discount (₹)	Validity	Eligibility
Elite Seal	140×140	₹40,000	1 Year	Not Eligible
Prime Seal	120×120	₹30,000	9 Months	Not Eligible
Advanced Seal	100×100	₹20,000	6 Months	Eligible
Starter Seal	80×80	₹10,000	3 Months	Eligible

6. Payment Schedule

To support your cash flow, we have structured the payments as follows:

For Option A (MVP):

1. **Mobilization Advance (Project Kickoff):** 30%
2. **First Deliverable (As Mentioned in the contract):** 20%
3. **Second Deliverable (As Mentioned in the contract):** 20%
4. **QA and Beta Testing:** 10%
5. **Project Completion & Handover:** 20%

For Option B (Full Product):

1. **Mobilization Advance (Project Kickoff):** 30%
2. **First Deliverable (As Mentioned in the contract):** 20%
3. **Second Deliverable (As Mentioned in the contract):** 20%
4. **QA and Beta Testing:** 10%
5. **Project Completion & Handover:** 20%

7. Next Steps

- **Approval:** Please confirm if you wish to proceed with **Option A (MVP)**.
- **Access:** Share GitHub access for the existing codebase and AWS/Google Cloud credentials.
- **Kickoff:** We are ready to begin migration and development immediately upon signing.