Afrípa Beyond AI Systems — B2B Opportunity Graph Schema & Discovery Lanes

1. Executive Architecture & Mission Alignment

The **Afripa Beyond AI Systems B2B Intelligence OS** operates as a continuous, evidence-backed discovery and qualification engine. It identifies organizations and key decision-makers who can benefit from Afripa's offerings: Agentic AI, autonomous workflows, multi-agent systems, RAG architecture, enterprise knowledge intelligence, and tailored advisory/delivery tiers (Advisory Diagnostic, Architecture Blueprint Review, Sprint-Based Custom Build, Multi-Agent Swarm Integration, Autonomous Enterprise Engine).

To ensure high lead density and operational compliance, all discovery operates across structured lanes, strictly avoiding anti-bot circumvention, login walls, or unverified personal data harvesting. Every record in the opportunity graph is backed by verifiable public evidence (corporate website, executive team page, public conference speaker lists, press releases, github orgs, or verified professional profiles).

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2. Opportunity Graph Data Schema

The opportunity graph is modeled relationally to support deduplication, scoring, outreach tracking, and evidence auditing.

2.1 Organizations Table (`organizations`)

- `org_id` (PK, UUID / Hash)
- `company_name` (String, deduplicated canonical name)
- `domain` (String, primary corporate website domain)
- `industry` (String, primary vertical e.g. Fintech, Healthtech, Enterprise SaaS)
- `company_size` (Enum: Startup 1-50, Mid-Market 51-500, Enterprise 501+)
- `hq_location` (String, Country/City)
- `tech_stack_signals` (JSON / Array, detected cloud or AI technologies)
- `ai_maturity_score` (Float, 1.0 to 10.0 based on public AI initiatives)
- `fit_rationale` (Text, why this company needs Afripa's agentic / autonomous workflow offerings)

- `source_url` (String, origin URL of discovery evidence)
- `created_at` (Timestamp)
- `updated_at` (Timestamp)

2.2 Decision Makers Table (`decision_makers`)

- `person_id` (PK, UUID / Hash)
- `org_id` (FK to `organizations`)
- `full_name` (String)
- `title` (String)
- `seniority` (Enum: C-Level, VP, Director, Head, Founder/Owner)
- `department` (Enum: Executive, Technology/Engineering, AI/Data, Product, Operations, Transformation)
- `public_profile_url` (String, public professional reference or company leadership bio)
- `contact_hypothesis` (String, governed email pattern or professional inquiry channel)
- `verification_status` (Enum: Unverified, Publicly Verified, Enriched)
- `created_at` (Timestamp)

2.3 Opportunities / Engagements Table (`engagements`)

- `engagement_id` (PK, UUID / Hash)
- `org_id` (FK to `organizations`)
- `person_id` (FK to `decision_makers`)
- `recommended_tier` (Enum: Tier I Discovery Diagnostic, Tier II Architecture Blueprint, Tier III Enterprise Readiness, Tier IV Custom Build / Multi-Agent Swarm)
- `commercial_intent_score` (Float, 0 to 100)
- `engagement_status` (Enum: Discovered, Qualified, Contact Recommended, Outreach Prepared, Engaged)
- `notes` (Text, tailored hook based on Afripa capabilities)
- `evidence_snapshot` (Text, excerpt of public trigger event or need)
- `created_at` (Timestamp)

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3. Discovery Lanes Specification

Lane A: Targeted Executive & Technical Decision Makers

- **Target Profiles**: CEO, CTO, CIO, Founder, Head of AI, Head of Engineering, Chief Digital Officer.
- **Focus**: Organizations actively seeking operational efficiency, custom AI copilots, or workflow orchestration.
- **Sources**: Corporate leadership pages, tech conference speaker directories (e.g. AI summits, enterprise tech forums), press releases about digital transformation.

Lane B: Industry Verticals & Mid-Market Scale

- **Target Sectors**: Financial Services & Fintech, Healthcare & Life Sciences, Logistics & Supply Chain, B2B SaaS, Professional Services.
- **Focus**: Companies facing data fragmentation, customer support bottlenecks, or heavy manual workflows suited for Agentic RAG and automated decision support.
- **Sources**: Industry association directories, accelerator portfolio pages (Y Combinator, Techstars, regional European hubs in Bremen/Paris), public procurement lists.

Lane C: Ecosystem & Partner Channels

- **Target Partners**: Cloud integration agencies, boutique consultancies, digital transformation firms, system integrators.
- **Focus**: White-label delivery partnerships where Afripa provides backend frontier AI engineering and multi-agent systems support.
- **Sources**: Cloud partner directories (AWS, GCP, Azure partner finders), tech ecosystem maps, consulting networks.

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4. Scoring Methodology

Each prospect is evaluated against three weighted pillars:

1. **Strategic Fit (40%)**: Alignment between the company's pain points (e.g., legacy integration, scaling knowledge operations) and Afripa's core competencies (Agentic OS, RAG, multi-agent swarms).
2. **Decision-Maker Authority (30%)**: Direct purchasing power or architectural influence (C-level, VP of Engineering, Head of AI).
3. **Timing & Trigger Signals (30%)**: Recent funding, leadership hiring in AI/Data, public digital transformation announcements, or scaling bottlenecks.