DEEP-TECH BD INTELLIGENCE

I built a Custom BD tool for a mining exploration tech company, running on Zo Computer

Scan 1000+ mining companies

Identify Top 25 early adopter companies

Find C-Suite and NED Champions

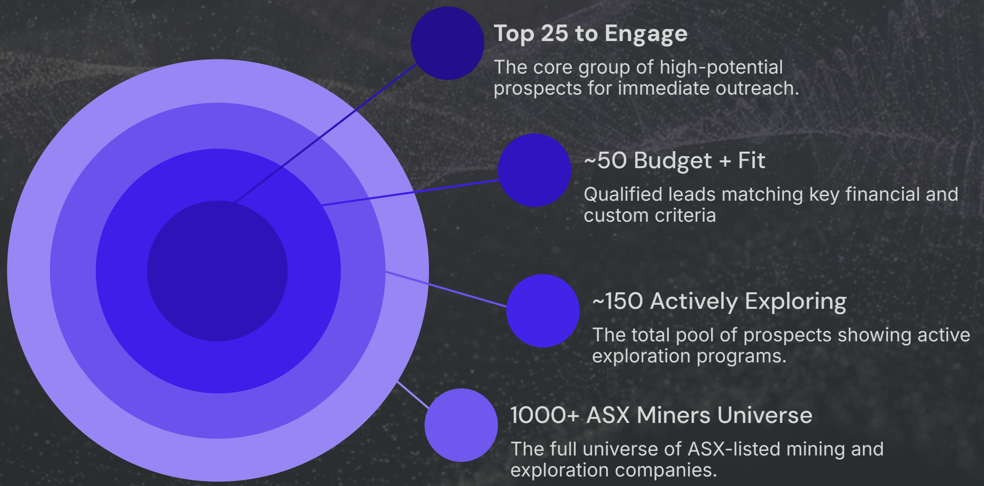
Daily Scan creating "high-signal" BD Alerts

ⓘ There is no reason anymore for BD/GTM to not be personalised and bespoke - increasing efficiency and quality of interactions with potential customers

LOOKING FOR THE RIGHT BUYERS

ASX-listed mining (active) explorers who are likely to understand and use high-tech exploration methods *today*

Funnel to focus BD teams



Why most of the 1000+ companies don't qualify

- Many miners are not actively running exploration programs, and rather are in the extraction phase
- Deals with non-target commodities — not those easily detectable by cutting-edge sensing systems
- Most traditional miners are culturally allergic to new technologies

⚠ Selling to the wrong 1000 companies burns customer bridges and a tiny BD team's entire year

THE PROBLEM

Doing this manually would be impossible for even a 5-person research team working full-time

📄 Volume

1000+ companies × ~40 ASX announcements each in the last 12 months = ~40,000 PDFs of dense exploration language to read.

🔍 Signal Needles

A real buying signal is **one sentence buried in a 60-page quarterly**. Easy to miss, impossible to query for.

> *"...a ground gravity survey was completed over the Carrapateena trend..."*

📅 Recency and Score Decay

A company that ran a survey **four years ago** is a different lead than one that ran one **last month**. Every signal needs a date and a decay curve.

👤 People-Level

Even if you nail the company, you still need to find the **3–5 humans inside** who will actually champion the tech — and prove they're a champion, not just a name on the board page.

THE GAP

Off-the-shelf Lead-gen tools, even AI-native ones like Clay, cannot provide what specialised companies need

Off-the-shelf BD tooling	What this BD problem actually needs
Industry + size + headcount filters	A geology-specific signal: "do they explore under cover?"
"Hiring a CFO" intent triggers	"Ran a gravity survey in the last 12 months" intent
Generic LinkedIn enrichment	Validated proof a director has a geophysics background
One-shot list of 1,000 leads	A living, daily-updated 25-row shortlist with evidence per row
"Trusted" because the vendor says so	Every claim linked back to a primary-source PDF

The signals that matter for deep-tech don't exist in any vendor's data model. The pipeline has to read raw industry documents and infer them.

SIGNAL TAXONOMY

10 custom, weighted signals with multiplier logic informed by subject matter experience is the core of the system

Signal	Weight	What it detects
CS-01 Novel Survey/Exploration Technique Usage	10	Already commissioned novel exploration work. The most direct buying signal possible.
CS-02 Frontier Tech Adoption	8	Uses drone EM, hyperspectral, satellite InSAR, AI targeting. Culturally tech-curious.
CS-03 Startup / Innovation Partnership	8	Partners with tech startups, joined BHP Xplor or similar. Willing to pilot.
CS-08 Geophysics-Forward Philosophy	8	Treats geophysics as primary targeting, not optional.
CS-05 Exploration Budget Size	7	Spends >$1M/quarter on exploration. Money to run a survey.
CS-07 University Partnership	4	Works with CSIRO, AMIRA, Curtin. Research-friendly.
CS-10 Exploration Under Cover	4	Targets buried orebodies. Textbook gravity use case.
CS-09 Market Cap In Range	3	$10M–$300M. Agile enough to decide, capitalised enough to buy.
CS-04 Active Exploration	2	Currently exploring. Almost everyone qualifies — required but low-value.
CS-06 Commodity Fit	2	Copper / iron / gold. Universe already filtered for this.

Plus **negative signals (–5 to –10)** for no exploration / financial distress, and **5 individual-level signals** for evaluating the humans inside.

SCORING FORMULA

Company Score = signals + bonuses for the right combinations – a penalty for distressed companies

$$raw\_score = \sum(signal\_weight \times relevance \times recency\_multiplier)$$

$$composite = raw \times stacking\_bonus \times breadth\_bonus \times distress\_override$$

⏱️ Recency Multiplier

A signal from **this month** counts **1.0×**. From four years ago, **0.25×**. We care what they're doing *now*.

🔗 Stacking Bonus (1.5×)

A company that has **both** used gravity *and* shown openness to frontier tech is worth 1.5× more than the sum of its parts — the buying-signal jackpot.

📊 Breadth Bonus (+10% per signal)

A company with many independent buying signals is a **more robust lead** than one with one freak signal.

⚠️ Distress Override (0.25×)

If the company is financially distressed, the whole score is **cut to a quarter** — they aren't buying anything.

This is not ML. It's a deliberate, human-readable formula — when a result looks wrong, you can read the score breakdown for any company in one minute.

PEOPLE INTELLIGENCE

A high-scoring company is insufficient – the system finds the top 5 individuals through signals, emphasising Directors

Two-pass enrichment process

01

Pass 1 — Names from filings

Pull up to 15 board/management names from annual report and corporate governance PDF. Score on role alone.

02

Pass 2 — Web enrichment

For top-scoring companies only: search the web for each person's geophysics background, public advocacy, startup experience, academic links. Re-score. Re-rank.

⚠ Every web enrichment requires ≥3 source URLs. No URLs = no signal credited.

The 5 individual signals

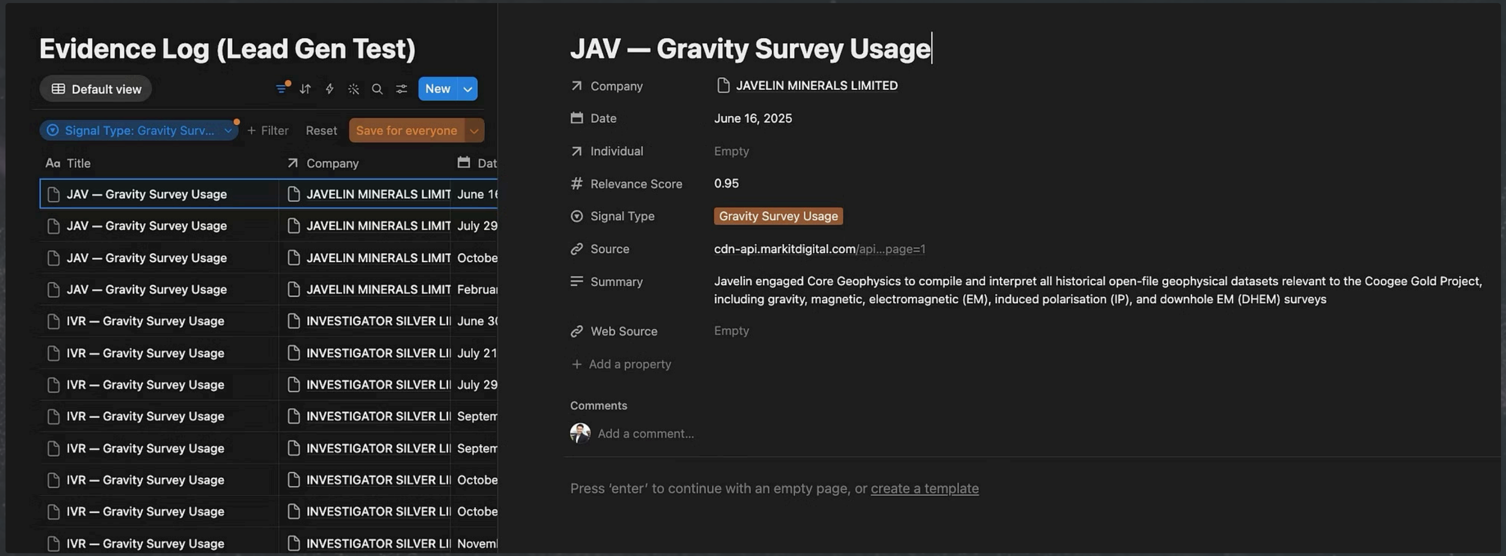
ID	Signal	Weight
IS-01	Geophysics background	5
IS-02	Tech champion behaviour	8
IS-03	Startup experience	6
IS-04	Decision-making role	5
IS-05	Research / academic connection	4

Alignment bonus 1.5× if the person has IS-01 or IS-02 *and* the company has CS-01 gravity work.

"Find me geophysicists on the board of high-scoring companies who have publicly advocated for new tech" isn't a query you can run in any BD tool.

AUDITABILITY AND EVIDENCE STANDARD

Every signal/evidence is traceable back to a verbatim quote and a PDF URL, stored in a large "evidence" table in notion



Verbatim Quote
No paraphrasing. The exact sentence from the filing that triggered the signal.

Canonical Signal Type
One of 17 signal types + a relevance score. No free-form categorisation.

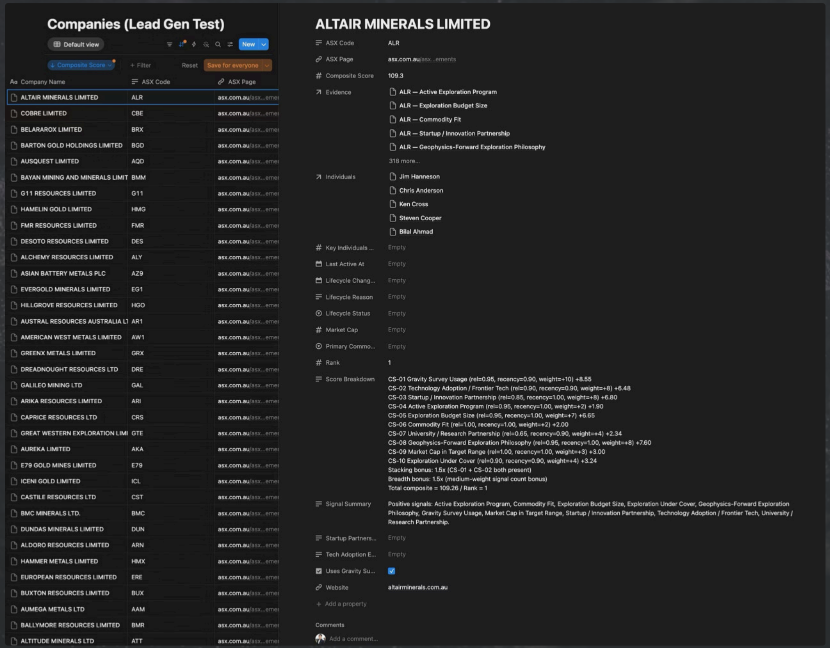
Source URL
Clicks through to the ASX PDF the quote came from. Dead links = invalid signal.

Two-Way Relations
Every score row drills back to both Company and Individual evidence records.

CASE STUDY

Walk-through: Altair Minerals — composite score 109.3 — rank #1 of all ASX miners

Signal contribution breakdown



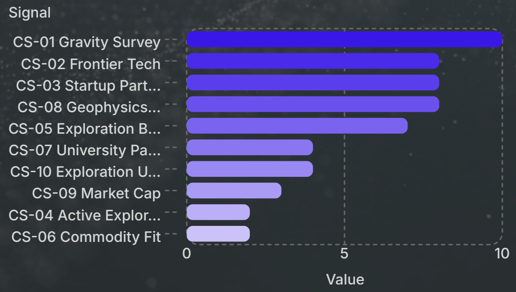
Score summary

109.3

Composite Score

#1

Rank of 773



Stacking bonus 1.5× — CS-01 + CS-02 both fired.
Breadth bonus 1.5× — all 10 signals fired.

PEOPLE INTELLIGENCE

8 individuals identified. Top 3 surfaced. One clear first champion to approach

1

Jim Hanneson — Technical Advisor / Chief Geophysicist

IS-01 Geophysics background ✓ — *"Operates Adelaide Mining Geophysics. AMT/TEM/gravity specialist."*

IS-02 Tech champion behaviour ✓ — *"Cited as the geophysicist behind the Carrapateena and Havieron discoveries."*

Alignment bonus 1.5× applied. Verdict: **Email him first, not the CEO.**

2

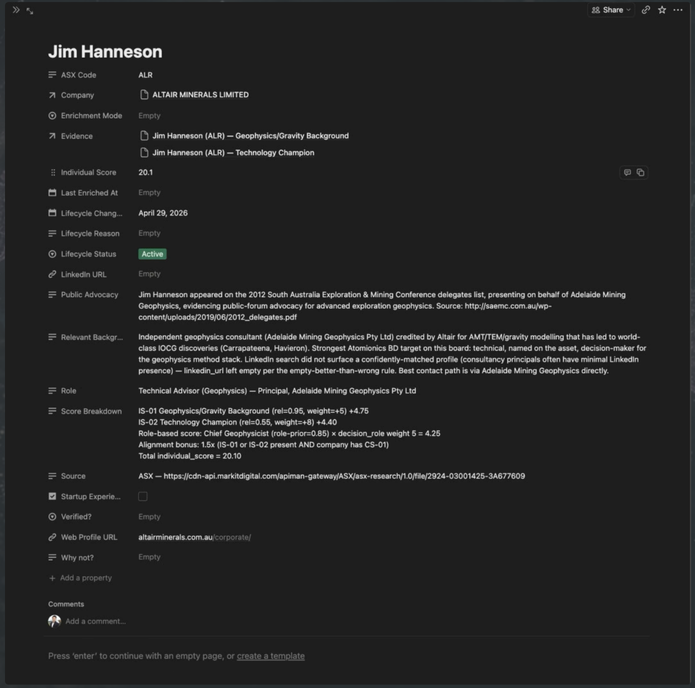
Faheem Ahmed — CEO

Engineering background. Mining project evaluation. Decision-maker with budget authority.

3

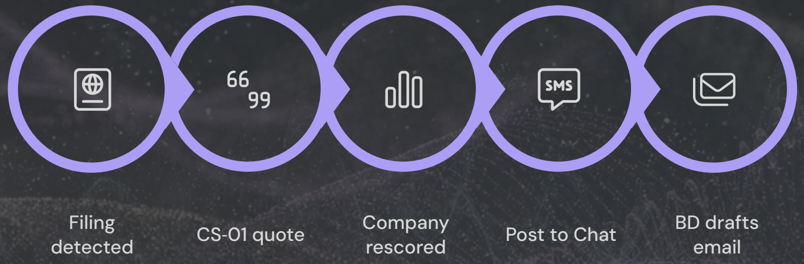
Steven Cooper — Exploration Manager

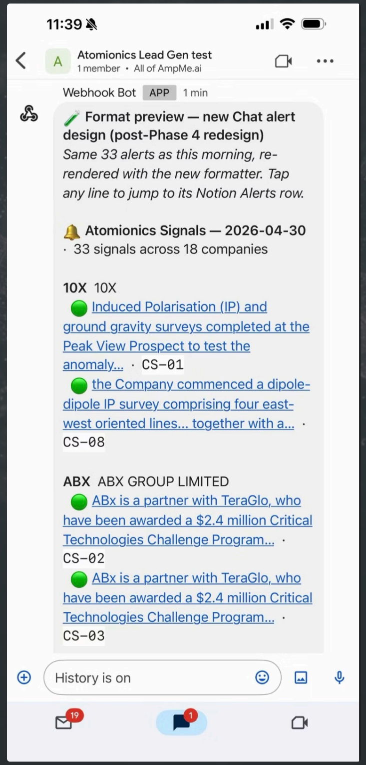
Operational signer-off on survey budget. Controls field program execution.



LIVE SYSTEM

Daily web search and ASX announcement enrichment is done for the top 25 tracked miners, with high-signal events being surfaced directly to the BD team's Google Chat/Whatsapp group with outreach angles prepared





~10 minutes

Top 25 companies re-scanned every day with a token-bucket rate limiter so the ASX API never blocks the system.

Bidirectional scoring

Companies promoted *and* demoted when scores cross thresholds — abandoned-project filings cut leads as fast as new surveys add them.

System health alerts

Go to a separate channel — the team knows the pipeline broke before the BD lead does.

INFRASTRUCTURE

The system runs perpetually on Zo, easily debuggable and model-agnostic by default because of Zo's model flexibility and AI-native setup

Always on

The system runs 24/7 without any human intervention. Scans happen daily, alerts fire automatically, and the Notion workspace stays live.

No dedicated hardware needed

The client doesn't need a desktop, server, or any infrastructure of their own. Zo Computer handles all compute and uptime.

Easier to debug with Zo's native AI

If something breaks or a python script needs updating, the client can just ask zo computer "why is the script not working? fix it"

Not chained to model provider's whims and fancies

I originally built it to run using Claude_p. 3 weeks later Claude said that's not included in the subscription token pool anymore. Zo's model selection means I am not chained by things like these

THE TAKEAWAY

AI-native B2B GTM will allow lean teams to achieve bespoke, high-touch, and personalised customer interactions

3 Key Ingredients for AI-native GTM teams

Define what a good lead looks like

Know your customer and their pain points well enough to articulate exactly what signals separate a real prospect from noise. The taxonomy is the IP.

Know where the signals/information live

Every industry has its own paper trail — ASX filings, conference proceedings, academic partnerships. Know your industry well enough to know where to look.

Own the human side

The pipeline gets you to the right door. Getting it open is still on you — figure out how to get to them, build genuine relationships, and obsess about solving their problems, not just yours