# Automated Business Development with AI

Turning cold outreach into a smart, automated growth engine.

www.phaedrasolutions.com

## Overview

We built an AI-powered workflow automation for a PR agency, transforming a manual, time-consuming cold outreach process into a fully automated business development pipeline.

- Before: ~ 12–15 personalized emails/week, all manual.

- After: ~ 45–50 personalized emails/day, fully automated.

## Key Features

Automated Triggering   Automated KYC Checks   RAG Personalization

AI Research (Gemini)   Investor Mapping   Multi-Channel Messaging

## The Impact of AI-Powered Business Development

4X Efficiency Boost   Time Savings   Scalability   Higher Conversion Potential

## Industries We Target

- PR & Marketing Agencies
- Business Development Teams
- Sales Outreach Automation
- Investors/VCs

## Tech Stack We Used

- n8n Automation Platform
- Gemini AI Research
- Retrieval-Augmented Generation (RAG)
- Multi-step Workflow Integration

## The Results You're Searching For

**Before:** 12–15/week, inconsistent & slow
**After:** 45–50/day, consistent & researched

Result: Qualified conversations increased, pipeline scaled.

## Summary

**From 12 emails a week to 50 a day — that's the power of AI automation.**

PR agency owners used to spend hours manually researching and writing outreach emails. We built an AI-powered workflow that automates research, KYC checks, and personalized messaging.
Now, instead of 12 emails a week, agencies can send 45–50 a day — researched, personalized, and scalable.

That's the efficiency AI brings to business development.