PRISM – AI Meeting Intelligence Platform

PRISM helps B2B sales professionals prepare for meetings by combining company, news, financial, social and stakeholder intelligence into a structured pre-meeting brief.

My role:

Product Strategy, Frontend Development and AI Workflow Architecture

My responsibilities evolved throughout the project:

- Applied product-management frameworks during the concept-development phase.
- Contributed to the product strategy and refinement of the problem statement.
- Helped define the MVP scope and system architecture.
- Designed the wireframes and contributed to the demo MVP.
- Created the AI-agent workflows used to generate structured meeting intelligence.

The formal phase reports show that my responsibilities included concept application, product strategy, problem definition, personas, user stories, Jira documentation, wireframing and demo MVP work.

Timeline:

January 2026 to June 2026

Team:

PRISM was developed by a team of five:

- Harish M Y
- Lakshmish Hegde
- Chitralekha Dey
- Oshij Kumar
- Angelic Samuel Thomas

Tools I personally used:

ChatGPT, Antigravity, n8n, Supabase, OpenAI APIs, React, TypeScript and Tailwind CSS, GitHub, Vercel, External news and financial APIs

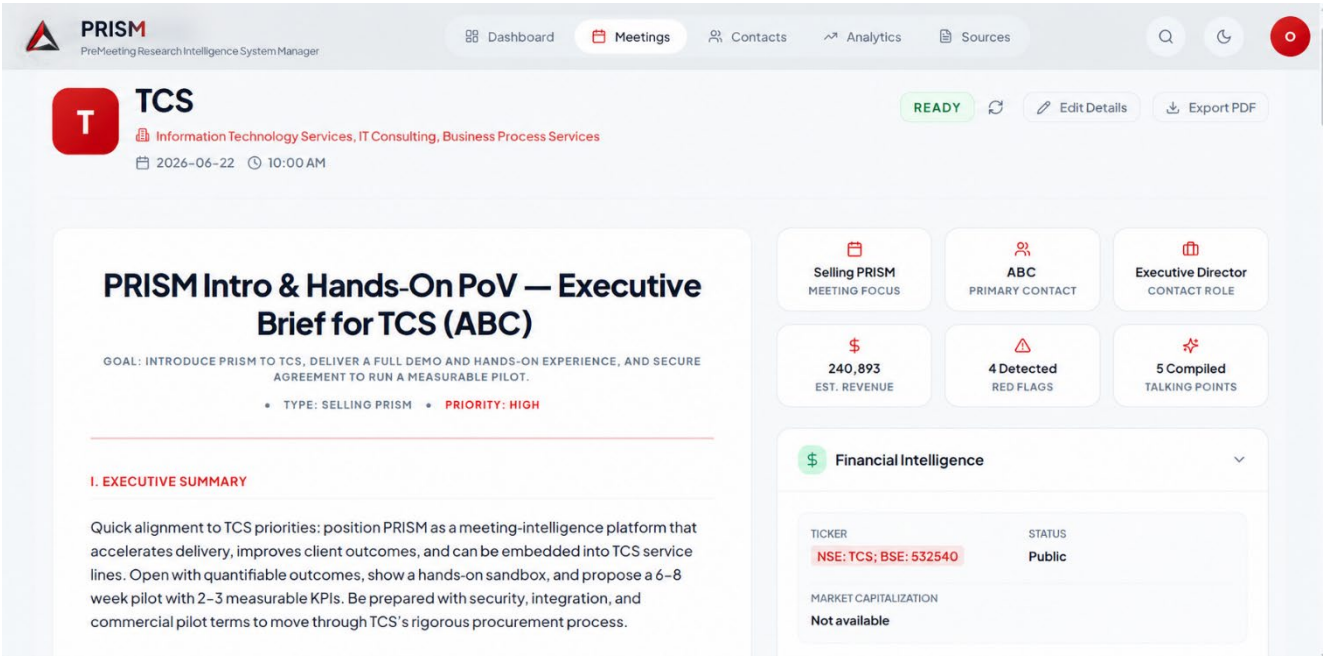


Fig: Generated Brief (1)

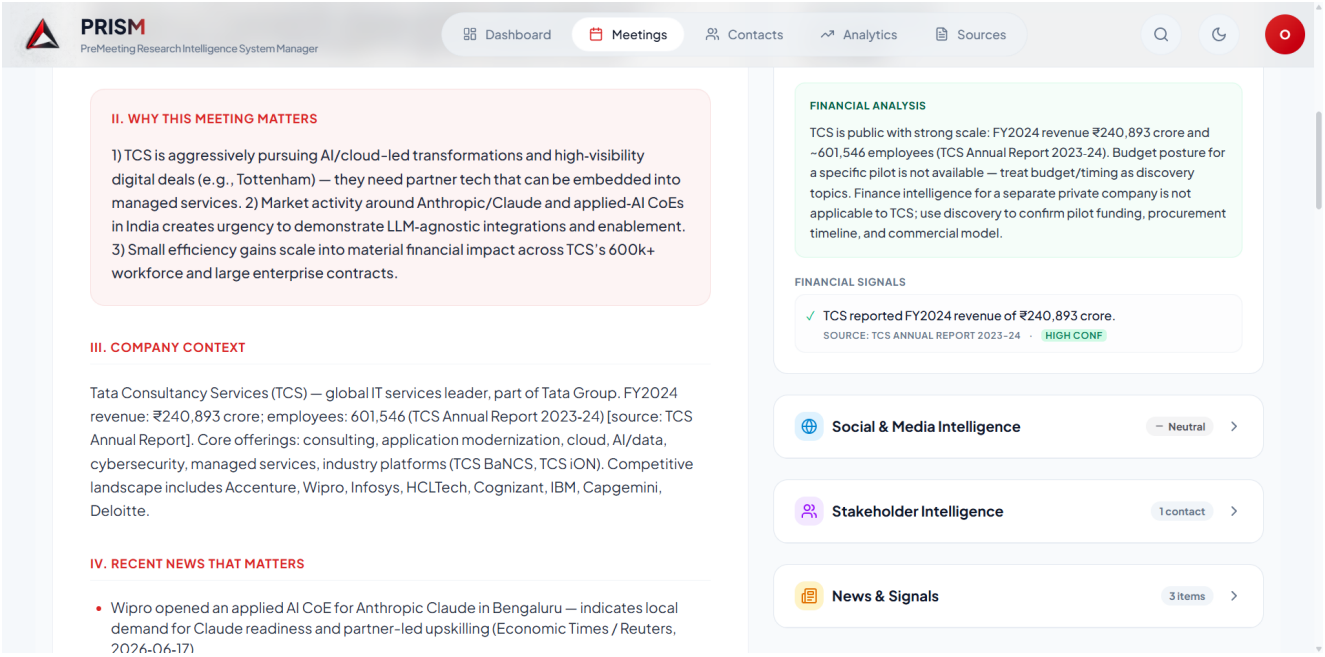


Fig: Generated Brief (2)

Problem:

Sales professionals prepare for meetings by manually searching across company websites, LinkedIn, news, financial sources, social platforms and CRM records. This creates fragmented research, repeated context switching and inconsistent meeting preparation.

Findings:

- Sales professionals reported spending approximately 30–60 minutes preparing for each meeting.
- Information was scattered across several platforms.
- Existing products often provided data but not enough actionable meeting context.

Interview Quotes:

Most of our time should be spent pitching to clients, but instead, we end up investing the majority of it in gathering, deriving, and analyzing client insights. – Aniket Sahu (Product Head)

By the time I gather and analyze the data, the opportunity is already slipping away. – Mohit (Senior Sales Manager)

Target user:

The primary target users for PRISM are B2B sales professionals who need to understand a company and its stakeholders before a meeting.

Primary users:

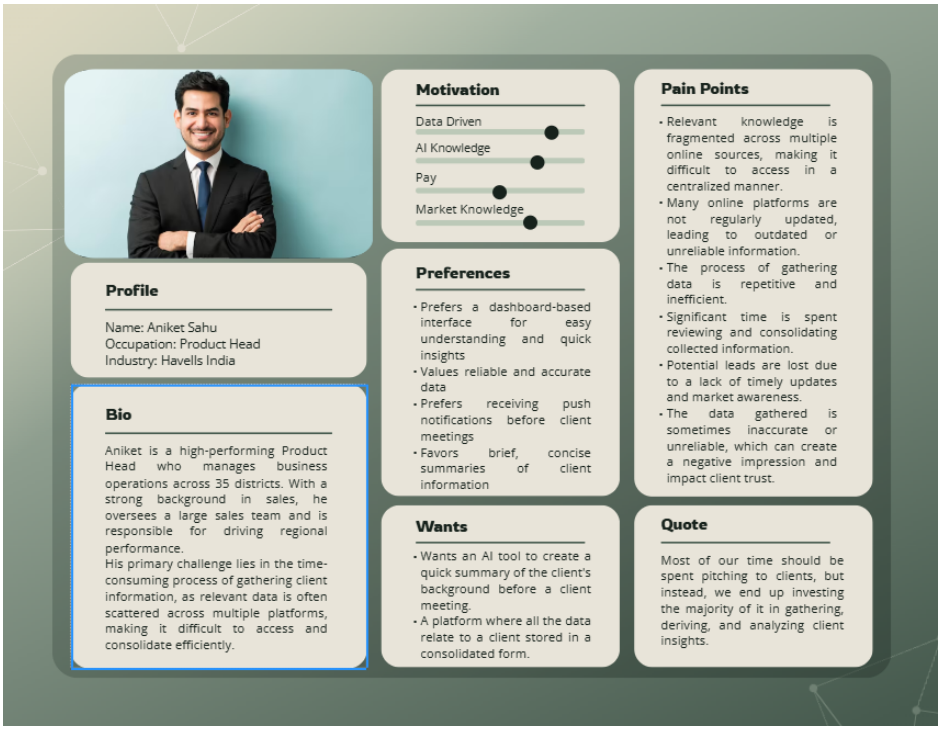
- Account Executives
- Sales representatives
- Sales Development Representatives
- Business Development professionals

Secondary users:

- Account Managers
- Product or regional
- Sales Managers

Core user need:

Help me understand the company, stakeholder, recent developments, financial context, risks and possible conversation opportunities without searching several platforms manually.



Key Product Decisions

Decision 1: Manual meeting input instead of CRM integration

Observed

CRM integration could automate data entry, but required OAuth, field mapping, security permissions and access to real CRM environments.

Options

- Build Salesforce or HubSpot integration first
- Use fixed mock meetings
- Use manual meeting input stored in Supabase

Chosen

Manual meeting input connected to Supabase

Why

The main uncertainty was whether users valued the generated brief, not whether CRM integration was technically possible.

Trade-off

More manual entry, but faster MVP delivery and lower integration risk.

Result

The approach enabled a complete workflow from meeting creation to generated brief without depending on CRM credentials.

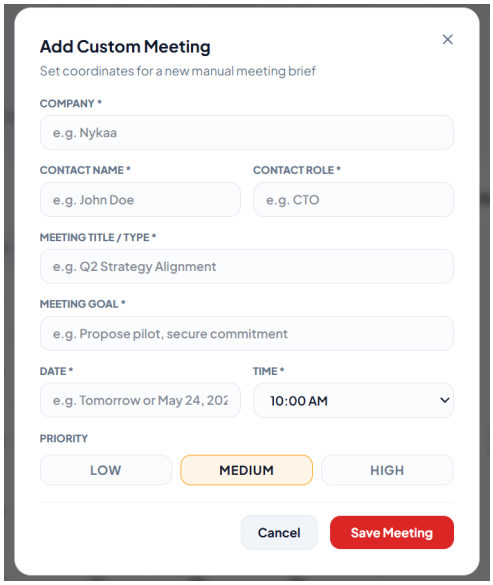


Fig: Add Meeting Card

Major decision 2: Multi-agent architecture instead of one general AI prompt

Observed

Company, news, finance, social and stakeholder research required different prompts, structures and data limitations.

Options

- One general prompt
- Sequential specialised prompts
- Parallel specialised agents with one final Brief Generator

Chosen

Parallel specialised agents connected to a final PRISM Meeting Brief Generator

Why

It separated research from strategic synthesis and made each section easier to structure, store and debug.

Trade-off

Better control and modularity, but more n8n complexity, API calls and merge logic.

Result

The final brief could show focused research, talking points, risks, questions and recommendations in separate sections.

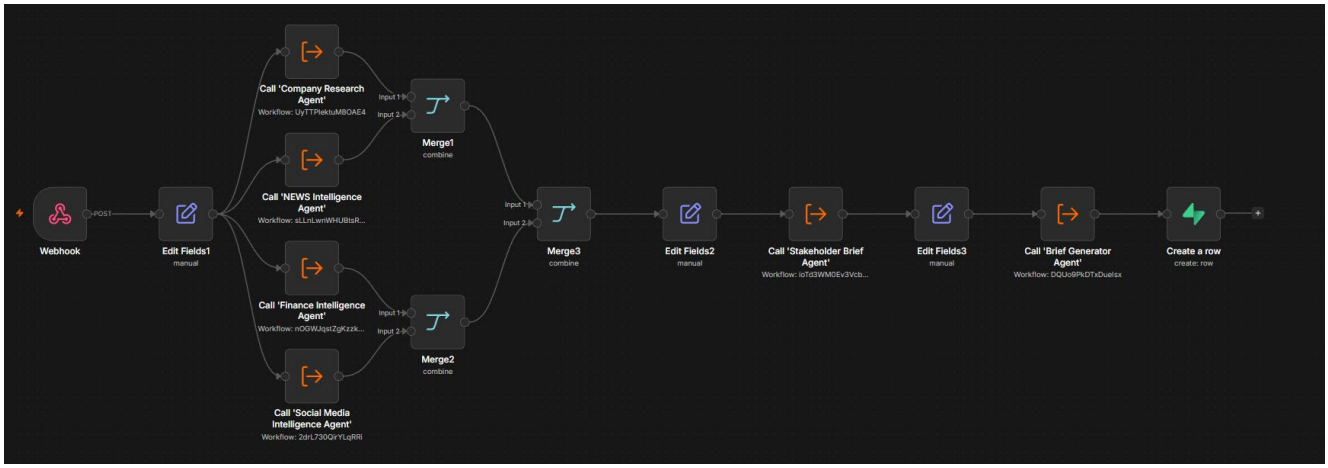


Fig: N8N Workflow

Product and architecture

React frontend → Supabase → n8n webhook → Research agents → Brief Generator → Supabase → Meeting dashboard

Main product components

Frontend

- Authentication and onboarding
- Meeting dashboard
- Manual meeting creation
- Structured meeting brief
- PDF export

Backend

- Supabase authentication and database
- n8n workflow orchestration
- Structured JSON output
- Meeting and brief persistence

AI agents

- Company Research Agent
- News Intelligence Agent
- Finance Intelligence Agent
- Social Media Intelligence Agent
- Stakeholder Research Agent
- PRISM Meeting Brief Generator Agent

Each research agent handles one information category and returns structured output. The final generator combines those outputs into meeting-specific guidance, including why the information matters, possible risks, discovery questions and recommended talking points.

Results, limitations and next steps

Observed results

- Tested across approximately 10 company cases

- Complete AI workflow worked through locally hosted n8n

Estimated value

Based on the research baseline of 30–60 minutes of preparation and an observed prototype generation time of approximately five minutes, PRISM may substantially reduce active research time. This has not yet been validated through a controlled user study.

Key learning

1. MVP scope should test the main uncertainty.
   CRM integration was postponed so that brief usefulness could be tested first.
2. More information is not automatically more useful.
   The brief improved when it prioritised relevance and strategic guidance.
3. Modular AI systems improve control but increase orchestration complexity.

What I would build next

1. Deploy n8n publicly
2. Add user feedback and insight-rating controls
3. Add real-time alerts and post-meeting CRM logging