

---

# Major Events

Corporate Event Intelligence

<b>SCHEDULE</b> Mon / Thu 6:30 UTC	<b>SOURCES</b> Perplexity, Firecrawl, Claude
<b>CLASSIFICATION</b> Claude Sonnet 4	<b>OUTPUT</b> Airtable

01

## Overview

Major Events discovers significant corporate events — M&A activity, strategic partnerships, restructurings, and regulatory milestones — for tracked companies. It uses Perplexity Sonar for initial discovery, Firecrawl to scrape full article text, and Claude Sonnet to classify event type and assess strategic significance.

High-impact events are flagged for the BD Radar briefing with recommended talking points, giving BCG consultants timely intelligence on transformative events at client and prospect companies.



# How It Works

---

- 1 Load Tracked Companies**

Pull the full company list from Airtable. Each company record includes industry classification, tracked practice areas, and monitoring priority level.

---

- 2 Discover via Perplexity**

Perplexity Sonar searches for recent major events across tracked companies. Queries target M&A announcements, strategic partnerships, restructuring plans, and regulatory actions from the past cycle.

---

- 3 Scrape Articles**

Firecrawl extracts full article text from discovered URLs. Raw HTML is converted to clean markdown for downstream analysis, with metadata preserved for source attribution.

---

- 4 Classify with Claude Sonnet 4**

Claude Sonnet 4 (claude-sonnet-4-6) categorizes each event by type (M&A, partnership, restructuring, regulatory), assesses strategic significance on a five-point scale, and generates recommended talking points for consultant outreach. Sonnet chosen over Haiku here because event classification requires nuanced judgment on strategic significance.

---

- 5 Push to Airtable**

Classified events are written to the Orchestration Hub with event type, significance score, talking points, and source URLs. High-impact events are flagged for BD Radar integration.

## APIS USED

Perplexity Sonar

Firecrawl

Claude Sonnet 4 (claude-sonnet-4-6)

Airtable

## COST PER CYCLE

Usage-based: Perplexity search credits + Firecrawl scraping + Claude classification. Scales with number of tracked companies and discovered events.