**Exercise 1: Outbound**

1. Microsoft

* I chose this specific organization because they are a very large and thriving tech company. The company will be a top priority lead because of their influence in technology. They bring brand recognition for Ava and generate revenue as a lead. Microsoft provides various platforms for gaming, new and improved operating systems, and even a platform for businesses and companies to communicate (Microsoft Teams). I too, am an active user of their products such as Windows OS. Utilizing Ava and implementing this AI-based software into their company would significantly improve the quality of life for both the business and their consumers. During gaming such as XBOX Live, some players may be hard of hearing and unable to communicate verbally. This same concept will apply to some of their employees who may identify with a disability who may struggle to hear during conferences in Microsoft Teams. Ava allows these individuals to see what is being said and provide a whole new perspective in their life. With 99% accuracy on captions being generated, Microsoft Teams and XBOX Live users who are deaf or hard of hearing will be able to pick up instantly what is occurring in that moment. This is a solution that will prove to be very useful in the long term, since it not only allows consumers of a gaming platform to communicate among one another but also gives working teams to enable effective communication without any barriers.
* I would approach this company by first establishing a relationship with the marketing department. By reaching out directly to the Product Marketing Manager, I can see who is in charge of the decision making to implement a new software. From there, I can reach out to the next person with a referral to help explain Ava better.

1. Confluent

* I chose this specific company because they too, are a startup company that thrives on selling software as a service. This company is second in priority because they are a rapidly growing tech startup who may need to utilize other softwares to cater to their consumers. I recently interviewed with this company and have been intrigued by processes which are extremely well-rounded and intricate. Their customers include Fortune 100 companies, similar to how Ava has many large companies such as Nike and FedEx as customers. This would mean being a lead with high potential for brand recognition, allowing more growth and revenue. In this case, Confluent hosts and manages a cloud-based data platform for large scale streaming events. However, the streaming services do not offer a means for accurate captions to be generated. The solution to this would be to utilize the AI-powered tech that Ava has to offer. Because Ava generates captions with 99% accuracy, viewers of streams hosted by Confluent will be able to see what is being said immediately in real time. This solution makes it so that their consumers are able to visibly understand what is happening, regardless of whether they are able to hear well or not.
* For this company, I would email the Director of Marketing Technology and Operations. This is because the person in this position leads the marketing team while acting as the technical expert to drive their business with technological investments. They also serve as an advisor to the leadership team, which means that I can guarantee Ava will be marketed to the right audience to be implemented in the Confluence platform.

1. California State University Long Beach

* This organization is especially important because it is the university where I obtained a Bachelor’s degree at. Their main focus is on education, so students and professors alike will need to utilize newer technology that allows them to thrive. It is optimal to implement this into a state school like CSULB because many other successful state schools and private schools have successfully taken on this product. Their budget for implementing new programs and software have grown exceptionally in the past decade, and they will likely follow in their peers’ footsteps. I noticed that many of the students at school with learning disabilities or who were hard of hearing needed to use their own means to communicate with the professor and the class. This included a utilization of many outdated third-party tools that were not on a level to effectively demonstrate transparency for the users. Ava would be very useful in these scenarios if the school were to adapt it into their everyday classrooms, because both students and professors alike will be able to learn and communicate between each other without any barriers holding them back. If a student were to have a disability or is hard of hearing, the professor can utilize the implemented Ava software on a large screen to allow students to see exactly what is being said in real time without the need to hear it. With this type of accessibility and captions being generated everywhere in school, lives would change for not only the ones who are hard of hearing but also the ones who communicate with them.
* In this organization, I would reach out to the Research and Development Manager. The person in this role develops and implements research on various techniques used to analyze complex products such as software. This individual would also report directly to the head of the IT department once the solution is approved and Ava can successfully be implemented.

**Sample Email**

Hello Director of Marketing Technology and Operations,

I did some research on Confluent and I came across your profile, I love how passionate you have been for the past 5 years in your role to help scale the marketing team while also helping to benefit and be an advisor for your growing brand. This Intel review about your product management team creating an optimal solution for them to utilize really demonstrates the importance and passion of your work.

However, I imagine you still have customers asking for more accessibility and a user friendly product. I am curious as to whether these customers would benefit from using Ava? Nike, a new Ava customer, needed a means of delivering higher quality customer service via means of effective communication for those who are hard of hearing. Ever since implementation of Ava’s AI-based software into their company, their quality of life and transparency has improved significantly. As a result, Nike was able to cater towards even more consumers regardless of hearing barriers.

Is it possible we can work together to explore different ways to help your team?

Best Regards,  
Antony Vo

**Exercise 2: Pitch**



**Exercise 3: Self-Reflection**

For Exercise 1, I conducted research on who to contact in the first step as a Sales Development Representative reaching out. This provided me with the most optimal route and take the least amount of steps to implement Ava. I then placed myself in the customer’s shoes and empathized with those who have accessibility needs. By doing so, I am able to grasp their hearts and win over the company to buy our product.

For Exercise 2, I went to the FAQ and also read some of the students’ and educators’ testimonies on using Ava. As someone who prioritizes education and school, I articulated myself in such a manner that was understanding of the both the Director and students. I addressed every point that the Director brought up, including the rebuttal for using outdated accommodations.