

Sparrow AI  
Nairobi, Kenya  
sprrw.app

December 29, 2024

ElevenLabs Startup Program  
ElevenLabs, Inc.

Dear ElevenLabs Team,

I am writing to express my strong interest in joining the **ElevenLabs Startup Program** with Sparrow AI, an AI-powered sales training platform built on ElevenLabs Conversational AI.

### About Sparrow AI

Sparrow AI enables sales professionals to practice cold calls, discovery conversations, and objection handling with realistic AI prospects that respond with natural voice. Our platform addresses a critical market need: 91% of sales teams missed quota in 2024, largely due to inadequate practice opportunities.

### ElevenLabs Integration

ElevenLabs is the core of our voice experience:

- **Conversational AI:** Powers all prospect interactions with natural, real-time voice
- **Dynamic Variables:** Enables unique personas for every practice session
- **Voice Library:** Multiple voices for different prospect personalities
- **React SDK:** Seamless frontend integration

We have built our entire product around ElevenLabs' capabilities, demonstrating the power of voice AI in professional training applications.

### Market Opportunity

- **TAM:** \$5.7B (B2B sales training in US)
- **SAM:** \$1.5B (Inside sales reps)
- **Target:** \$45M ARR by Year 5

The sales training market is ripe for voice AI disruption. Traditional training methods fail because sales is a performance skill that requires practice, not passive learning.

### Why ElevenLabs Partnership

Joining the startup program would enable us to:

1. Scale our platform with additional API credits
2. Access advanced features for enhanced prospect realism
3. Collaborate on voice AI innovations in the sales training space
4. Serve as a showcase for ElevenLabs' Conversational AI capabilities

## Traction

- Fully functional MVP deployed at <https://sprrw.app>
- Complete voice integration with persona generation
- Real-time scoring and detailed feedback system
- Open source repository with MIT license

## Commitment

We are committed to building Sparrow AI as a long-term business, not just a hackathon project. ElevenLabs' voice AI technology is fundamental to our vision of transforming how sales professionals develop their skills.

I would welcome the opportunity to discuss how Sparrow AI can contribute to the ElevenLabs ecosystem while growing as a startup partner.

Sincerely,

Brian Mwai  
Founder, Sparrow AI  
Nairobi, Kenya

## Contact Information

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GitHub: <https://github.com/brn-mwai>

Project: <https://sprrw.app>