

SPARROW

AI-Powered Sales Training

“Never Wing a Call Again”

Practice cold calls, discovery, and objection handling
with **realistic AI prospects** that push back like real buyers

The Problem

Sales Teams Are Bleeding Money on Ineffective Training

91% of sales teams MISSED quota in 2024

The Training Paradox:

- ✗ **Can't learn from books**
- ✗ **Can't learn from videos**
- ✗ **Can't practice on managers**
(they're busy & biased)
- ✗ **Can't practice on real prospects**
(every miss = lost deal)

Where Reps Actually “Learn”:

- △ On real prospects = Lost revenue
- △ On first 50 calls = Burned leads
- △ In their head = No feedback

**Sales is a performance skill.
You get better by DOING.**

The Impact

This Problem Costs Companies Millions

3-6 mo

Average SDR
ramp time

\$97,690

Cost to replace
one sales rep

67%

of reps
miss quota

For a 50-Person Sales Team:

- 33 reps miss quota annually (67%)
- 13 reps turn over (26%)
- Replacement cost: \$1.27M/year
- Lost productivity: \$520K

Total Annual Cost: ~\$1.86M per 50-person team

The Solution

Sparrow: Your AI Sales Sparring Partner

Practice sales conversations with AI that pushes back like real buyers

How It Works:

1. Choose Your Scenario

Cold call, Discovery, or Objection Gauntlet

2. Meet Your AI Prospect

Realistic backstory, pain points, objections

“Sarah Chen, VP Ops at LogiFlow”

3. Have a Real Conversation

Speak naturally — AI responds with voice

“We’re not looking at new solutions...”

Three Practice Modes

Cold Call

Book a meeting



Discovery

Uncover pain

Objection Gauntlet

Product Demo

The Sparrow Experience

BEFORE

Sarah Chen

VP of Operations

LogiFlow (200 emp)

8 months in role

Under pressure to
modernize systems

Goal:

Book 30-min demo

Objections:

“Not looking now”

“How different?”

DURING

02:34

~~~~~

Sarah Chen

**Sarah:** “...we’re not

in the market...”

**You:** “What’s driving  
that decision?”

## AFTER

Meeting Booked ✓

**Score: 7.4/10**

|            |      |
|------------|------|
| Opening    | 8/10 |
| Discovery  | 6/10 |
| Objections | 8/10 |
| Control    | 7/10 |
| Closing    | 8/10 |

**1:12 Missed:**  
“delivery delays”

— didn’t dig in

# Technology & Differentiation

Powered by Best-in-Class AI

## Technology Stack:

**ElevenLabs** — Real-time Voice AI

**Google Gemini** — Persona & Analysis

**Groq** — Real-time Scoring

**Supabase + Vercel** — Infrastructure

## What Makes Sparrow Different:

### Traditional

Read a book

Watch video

Roleplay w/ mgr

“That was good”

Real prospects

Work hours

### Advantages:

- ✓ Voice-first (not chatbots)
- ✓ Dynamic personas
- ✓ Objective scoring
- ✓ Adaptive difficulty

# Market Opportunity

Clear TAM → SAM → SOM with Calculations

## TAM: \$5.7 BILLION

5.7M B2B salespeople × \$1,000/year

All US salespeople who make calls

## SAM: \$1.5 BILLION

2.6M inside sales reps × \$600/year

Cold callers, SDRs, inside AEs

## SOM: \$45 MILLION (Year 5)

75K SaaS/Tech reps × \$600/year

10% penetration of target segment

## Year-by-Year Path:

|      |           |        |
|------|-----------|--------|
| Yr 1 | 1K users  | \$600K |
| Yr 2 | 5K users  | \$3M   |
| Yr 3 | 15K users | \$9M   |
| Yr 4 | 35K users | \$21M  |
| Yr 5 | 75K users | \$45M  |

## Why Now:

- ✓ Voice AI ready (2024)
- ✓ 91% miss quota
- ✓ Remote sales growth
- ✓ \$2K/rep budget exists

Sources: BLS, US Census, HubSpot, QuotaPath

# Business Model

Simple, Scalable Revenue Model

## Pricing Tiers:

**Starter**  
**\$29**/mo

20 calls/mo  
Basic scores  
3 personas

**Pro**  
**\$79**/mo

Unlimited calls  
Full feedback  
All personas

**Enterprise**  
**Custom**

Team n  
Analy  
SSO/

## Unit Economics:

|                      |             |
|----------------------|-------------|
| Cost per call:       | \$0.50-1.00 |
| Calls per user:      | 30-50/mo    |
| Cost per user:       | ~\$25/mo    |
| Revenue/user:        | \$79/mo     |
| <hr/>                |             |
| <b>Gross Margin:</b> | <b>68%</b>  |

**ARPU:** \$600/year (blended)

# Traction & Roadmap

## Current Status & Next Steps

### Current Status (MVP):

- ✓ Working voice AI (ElevenLabs)
- ✓ Dynamic personas (Gemini)
- ✓ Real-time scoring (Groq)
- ✓ 3 practice modes
- ✓ Post-call debrief
- ✓ User auth & dashboard
- ✓ Deployed on Vercel

**Live: [sparrow-ai.vercel.app](https://sparrow-ai.vercel.app)**

### Roadmap:

#### Q1 2025

- Public launch
- Stripe billing
- 10+ templates
- Mobile UI

#### Q3 2025

- Enterprise SSO
- API access
- Multi-language
- Analytics

# SPARROW

“Never Wing a Call Again”

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## **The Opportunity:**

- ✓ \$5.7B TAM, 13-15% CAGR
- ✓ 91% miss quota
- ✓ Voice AI finally ready
- ✓ Path to \$45M ARR (Yr 5)

## **Why Sparrow Wins:**

- ✓ Voice-first (not chatbots)
  - ✓ Realistic AI prospects
  - ✓ Objective scoring
  - ✓ Available 24/7
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**Try It Now**