



Business Case

Market Opportunity & ROI Analysis

AI Partner Catalyst Hackathon by Google Cloud

1 The Problem

67% of sales reps miss quota.

The #1 reason? Lack of practice before real conversations.

sparrowPrimary!20 Problem	Impact	Source
Average SDR ramp time	3-6 months of low productivity	Bridge Group
Reps missing quota	67% fail to hit targets	Salesforce
Manager coaching time	Only 15-20% of time spent coaching	Gartner
Practice on real prospects	Lost deals = lost revenue	Industry
Annual rep turnover	35% average in SaaS	LinkedIn

2 Market Opportunity

2.1 TAM - Total Addressable Market

Global Corporate Training Market: \$380 Billion (2024)

- Sales training subset: \$5.7 Billion
- Growing at 9.4% CAGR
- Projected \$9.2 Billion by 2030

2.2 SAM - Serviceable Addressable Market

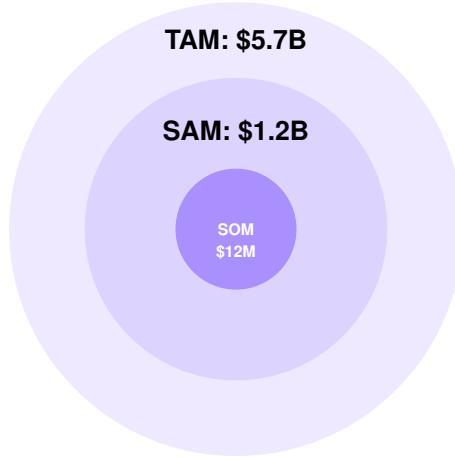
AI-Powered Sales Training: \$1.2 Billion

- Companies actively seeking AI training solutions
- SaaS, Technology, Financial Services focus
- North America and Europe primary markets

2.3 SOM - Serviceable Obtainable Market

Year 1 Target: \$12 Million

- 1,000 companies at \$12,000/year average
- Focus: SMB SaaS companies (10-200 sales reps)
- Initial markets: US, UK, Canada



3 Revenue Model

sparrowPrimary!20 Plan	Price	Features	Target
Starter	\$49/user/mo	50 calls, basic scoring	Individual reps
Pro	\$99/user/mo	Unlimited calls, full analytics	Sales teams
Enterprise	Custom	SSO, API, custom personas	Large orgs

Unit Economics (Pro Plan):

- Average Revenue Per User (ARPU): \$99/month
- Cost per user (AI APIs): \$15/month
- Gross Margin: 85%
- Target LTV:CAC ratio: 5:1

4 ROI for Customers

4.1 Cost of the Problem

sparrowPrimary!20 Cost Factor	Annual Cost
Extended ramp time (3 extra months × \$60K salary)	\$15,000/rep
Lost deals during ramp (avg 2 deals × \$25K ACV)	\$50,000/rep
Manager coaching time (5 hrs/week × \$75/hr)	\$19,500/rep
Rep turnover (35% × \$30K replacement cost)	\$10,500/rep
Total Annual Cost	\$95,000/rep

4.2 Sparrow ROI Calculator

For a team of 10 sales reps:

moneyGreen!20 Metric	Value
Annual Sparrow cost (10 users × \$99 × 12)	\$11,880
Ramp time reduction (1 month saved × 10 reps)	\$50,000 saved
Quota attainment improvement (10% × \$500K quota)	\$50,000 gained
Manager time saved (3 hrs/week × 52 weeks × \$75)	\$11,700 saved
Total Annual Benefit	\$111,700
moneyGreen!30 ROI	840%

5 Competitive Landscape

sparrowPrimary!20 Competitor	Approach	Sparrow Advantage
Gong / Chorus	Call recording & analysis (reactive)	Proactive practice before calls
Second Nature	Scripted video scenarios	Real-time voice AI conversations
Rehearsal VR	VR-based training	No hardware needed, accessible
Manager roleplay	Human-dependent	Available 24/7, consistent quality

Sparrow's Unique Position:

1. **Only** solution with real-time voice AI conversations
2. **Only** solution generating unique prospects per session
3. **Only** solution combining practice + instant feedback

6 Go-to-Market Strategy

6.1 Phase 1: Launch (Months 1-3)

- Product Hunt launch
- LinkedIn content marketing
- Sales community partnerships (RevGenius, Pavilion)
- Free tier for individual reps

6.2 Phase 2: Growth (Months 4-9)

- Team plans with manager dashboards
- Integration partnerships (Salesforce, HubSpot)
- Case studies from early adopters
- Paid acquisition (LinkedIn, Google)

6.3 Phase 3: Scale (Months 10-18)

- Enterprise sales team
- API for custom integrations
- Industry-specific training modules
- International expansion

7 Traction & Validation

sparrowPrimary!20 Milestone	Status
MVP Development	Complete (8 days)
Core Features	Voice AI, scoring, progress tracking
Technology Validation	ElevenLabs + Gemini integration working
Domain	sprrw.app secured
Deployment	Production on Vercel

8 Financial Projections

sparrowPrimary!20 Metric	Year 1	Year 2	Year 3
Paying Users	1,000	5,000	20,000
ARR	\$720K	\$4.5M	\$18M
Gross Margin	80%	82%	85%

9 The Ask

We're seeking:

1. Recognition in the AI Partner Catalyst Hackathon
2. Continued access to ElevenLabs and Google Cloud credits
3. Introductions to potential enterprise customers
4. Feedback from industry experts

Sparrow transforms how sales teams practice.

\$5.7B market. 840% customer ROI. Built in 8 days.

Sparrow AI – Never wing a call again.