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:

$\times$ **Can't learn from books**

$\times$ **Can't learn from videos**

$\times$ **Can't practice on managers**
(they're busy & biased)

$\times$ **Can't practice on real prospects**
(every miss = lost deal)

Where Reps Actually "Learn":

$\triangle$ On real prospects = Lost revenue

$\triangle$ On first 50 calls = Burned leads

$\triangle$ 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

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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

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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

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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

Sparrow AI

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	Pro	Enterprise
Starter	**Pro**	**Enterp**
$29/mo	**$79**/mo	**Cust**
20 calls/mo	Unlimited calls	Team
Basic scores	Full feedback	Analy
3 personas	All personas	SSO/

Unit Economics:

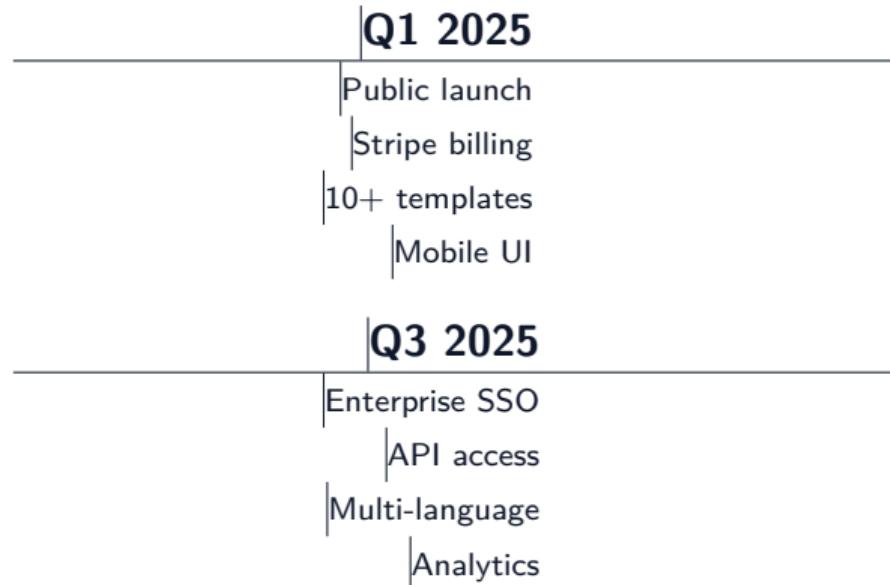| Cost per call:	$0.50-1.00
Calls per user:	30-50/mo
Cost per user:	~$25/mo
Revenue/user:	$79/mo
Gross Margin:	**68%**

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: sprrw.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"

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

Try It Now