Sparrow AI
Nairobi, Kenya
sparrow-ai.brianmwai.com

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://sparrow-ai.brianmwai.com
- 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
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