Surf Onboard AI

Performance Acceleration

December 2025 | Rachel Wu

The Productivity Gap

THE PROBLEM

New sales reps take 6-9 months to ramp up fully.

THE PAIN

Losing revenue twice:

New hire isn't hitting quota yet.

Top performer trains others with less time for sales.

STATUS QUO

Passive LMS videos fail to build skills. Reps are learning by osmosis, which is slow, inconsistent, and expensive.

Ramp-up Time Comparison

LOST REVENUE GAP

Status Quo   Proposed Solution

% of Quota Attained

100%
80%
60%
40%
20%
0%

0   3   6   9   12

Time (Months 0–12)

The Solution: AI Simulation to accelerate performance

Active Practice
Safe, realistic simulations
with AI agents

Moneyball Analytics
Quantifiable 'Readiness Index'

Faster Sales Outcomes
Revenue-generating in weeks,
not months
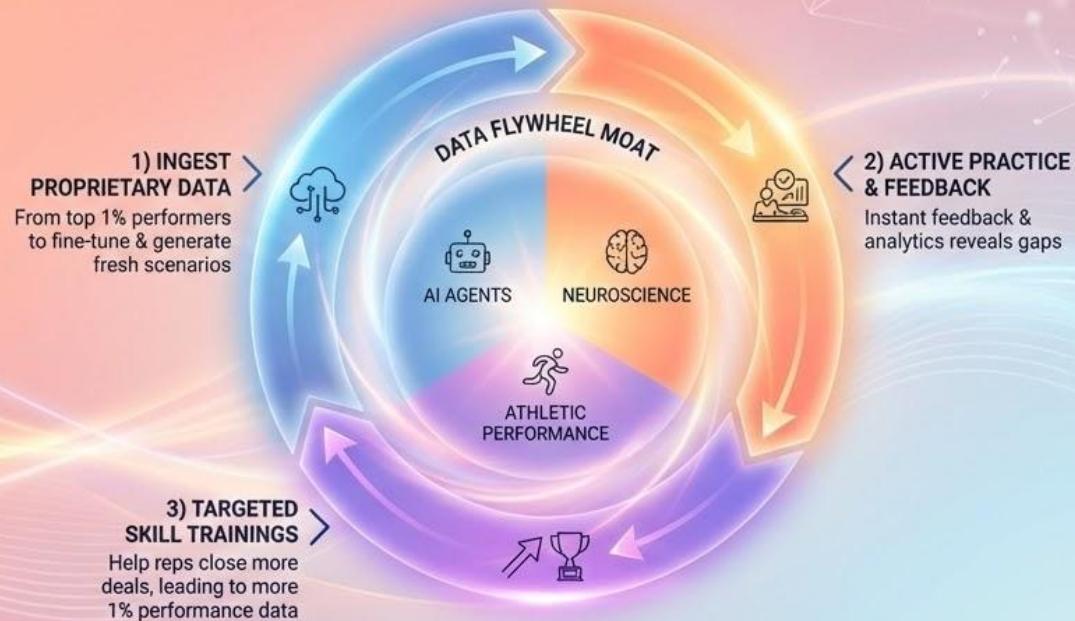
LIVE DEMO

WHY THIS WORKS: THE MOAT

Painkiller: that solves an immediate revenue bleeding problem
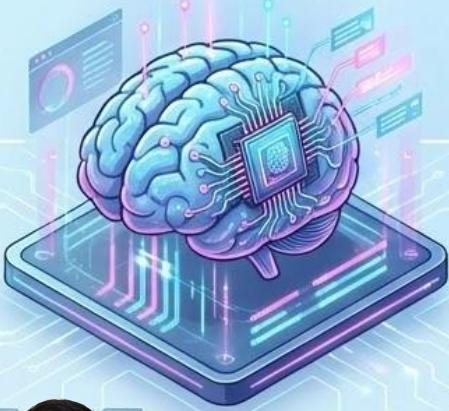
Defensibility through a core differentiated product and a data flywheel that gets stronger with every simulation run

DATA FLYWHEEL MOAT

1) INGEST PROPRIETARY DATA
From top 1% performers to fine-tune & generate fresh scenarios

2) ACTIVE PRACTICE & FEEDBACK
Instant feedback & analytics reveals gaps

3) TARGETED SKILL TRAININGS
Help reps close more deals, leading to more 1% performance data

AI AGENTS

NEUROSCIENCE

ATHLETIC PERFORMANCE

FOUNDER MARKET FIT

AI at Scale

Kai, MD
Neuroscience

- Ex-Neuroscientist
- AI Product Manager
- Stanford MBA 2026

STANFORD BUSINESS · UCL · NHS · sjh · Beaumont Hospital

Marcus
High Performance

- 2x NCAA Champion, Men's Gymnastics
- BS in Symbolic Systems @ Stanford

Stanford University · STANFORD GYMNASTICS

Rachel
AI at Scale

- 2x Founder & ML Engineer, ex-Google
- Stanford MA/MBA 2026
- BS in CompSci @ Columbia

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The Ask

Seeking & Goal

Seeking: Advisors

Goal: Refine "Skills Intelligence" engine with high-stakes sales teams.

Current Traction

115 Interviews

⬆ Early design partnership talks to reduce ramp time by **40%**

Questions?