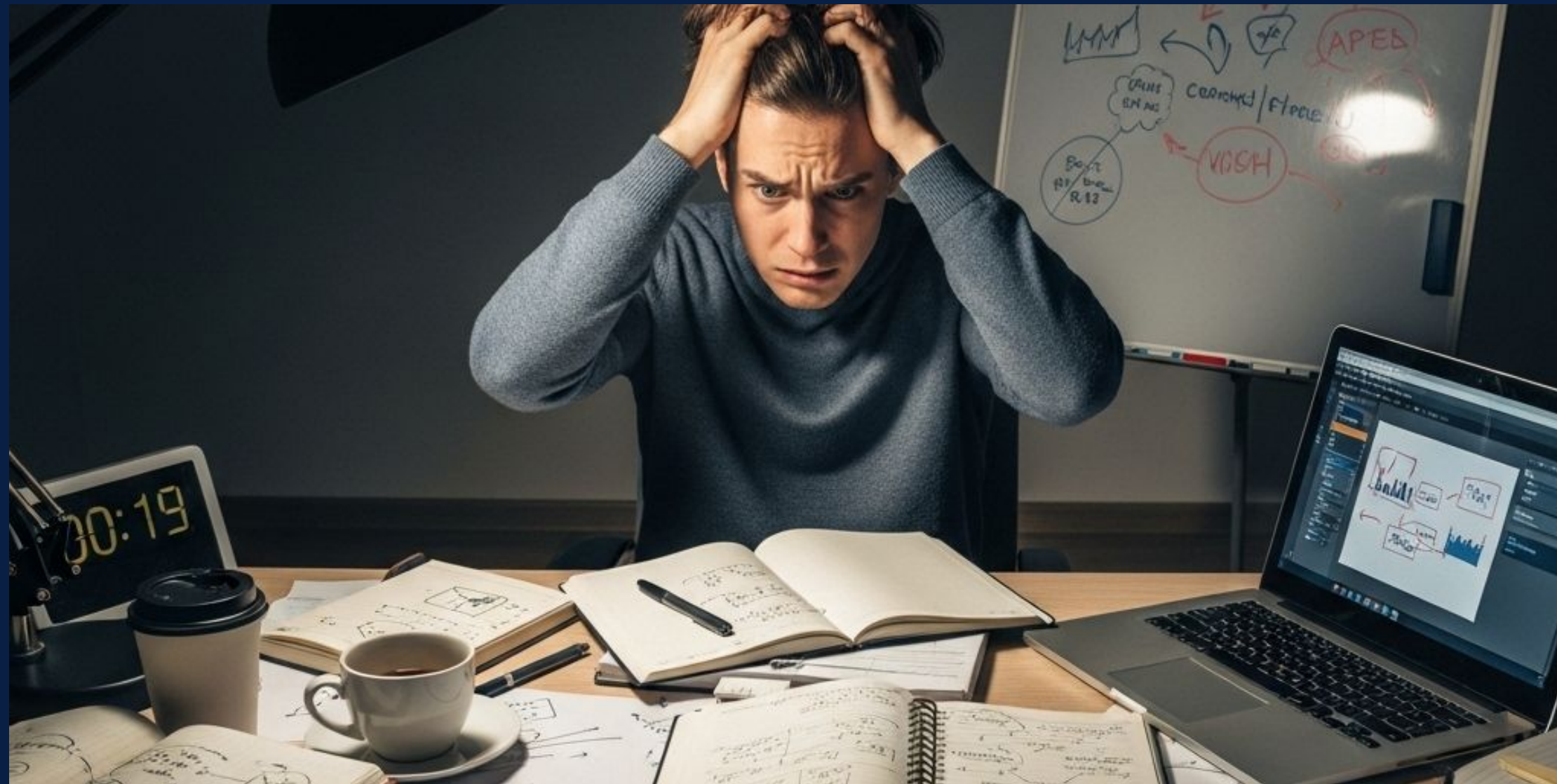




# Sozo Pitch Helper

AI-powered practice for interviews, pitches, and academic defenses.

# The Problem



## 📉 High Failure Rates

Candidates, founders, and students face high failure rates in interviews, pitches, and defenses.

## 📖 Shallow Preparation

Traditional prep methods are shallow: static notes, subjective peer feedback, or costly coaching.

## ⚠️ Consequences

Lost career opportunities, missed funding, and failed academic defenses.



# Our Solution



**Sozo Pitch Helper** = AI-driven mock interviews, pitch panels, and thesis defenses.

Upload content → Multi voice panel AI simulates questioning in a realistic environment → receive feedback and scoring.

## Multi-Context Product



Career

Job interview preparation with industry-specific feedback.



Startup

Pitch practice with investor-style questioning.



Academic

Thesis defense simulation with expert panel critique.

# Why Now



## 🖥️ Remote Interviews

Remote/online interviews surged post-2020, creating new preparation challenges.

## 🤖 AI Coaching Rise

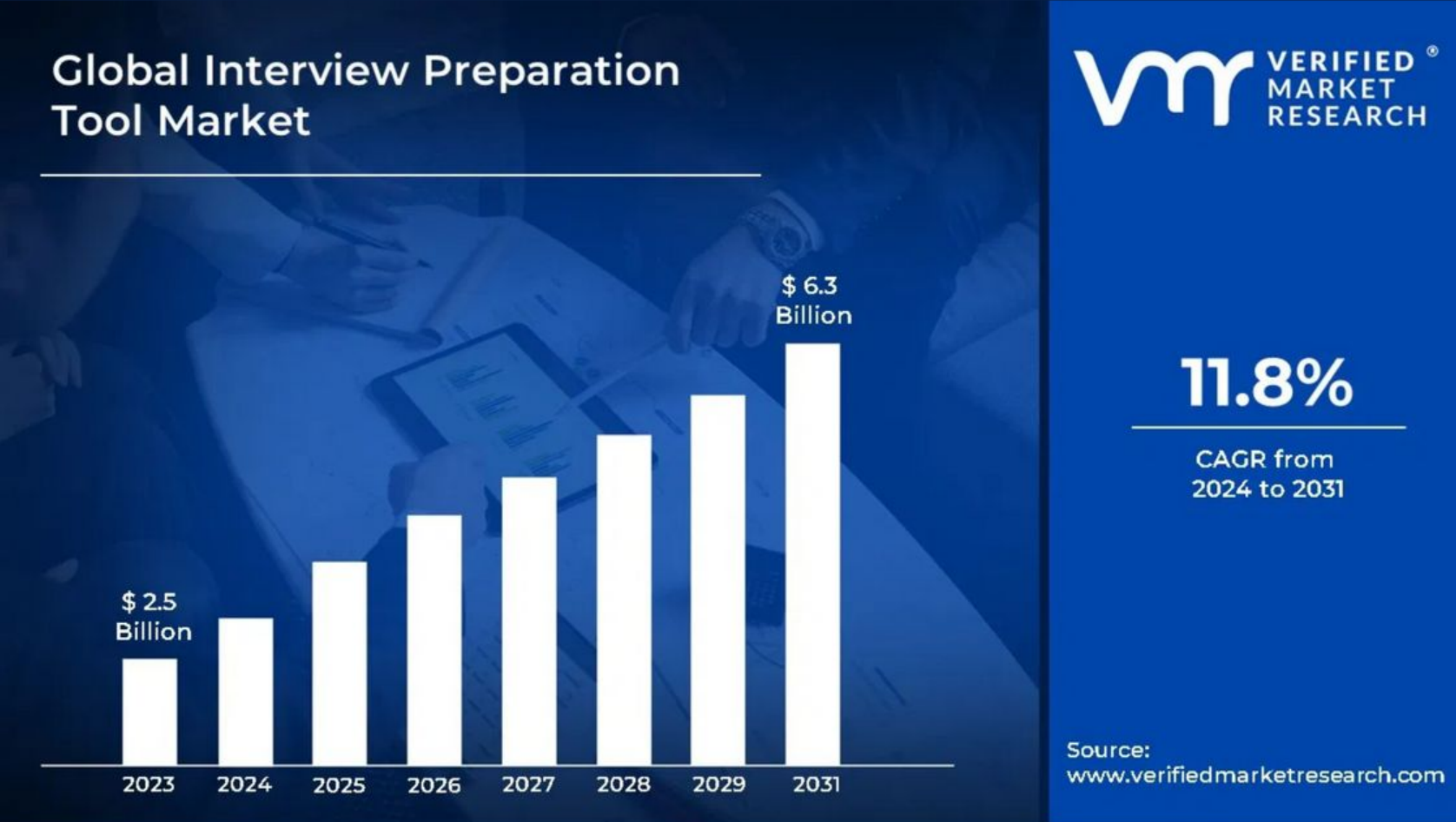
Global rise of AI coaching and adoption in HR & EdTech creates market readiness.

## 👥 More Competition

Democratization of opportunities leads to higher competition and need for better preparation.



# Market Opportunity



## Interview Prep Market

12.5% CAGR

\$1.2B in 2023 → \$3.5B by 2032

Alternative analysis: \$2.5B (2023) → \$6.3B by 2031 (11.8% CAGR)

## AI Recruitment Market

7.2% CAGR

\$617.56M in 2024


## AI in HR Market

24.8% CAGR

\$3.25B in 2023 → \$15.24B by 2030

Combined TAM = Multi-billion opportunity across HRTech, EdTech, and founder support

# Product Demo / Flow



Credits: 11Welcome, ElonSign Out

Dashboard

Manage your pitch practice sessions

Credits

11

Available credits

Account Type

Standard

Member Since

05/09/2025

Request Credits

Create New Project

My Projects

Sozo Business Studio

automatically transforms data into compelling narrated reports, slides, and videos, enabling businesses to create data-driven stories quickly and easily.

Investor Pitch

← Back to Dashboard

Sozo Business Studio automatically transforms data into compelling narrated reports, slides, and videos, enabling businesses to create data-driven stories quickly and easily.

Created on: 05/09/2025

Practice Sessions

Session	Communication	Content	Engagement	Resilience	
1	60	70	50	40	<div>View Details</div>
2	75	85	70	80	<div>View Details</div>

Agent Briefing

Generate Briefing

Start Practice

Click the button below to start a real-time practice session with our AI agent.

Start Practice Session



# Product Demo / Flow

Session Analysis

validation process do you have in place?

[14:54:12] User: So our validation process is based on the true data science experimentation that's been there over time. So we're not leaning on the LLM itself. We're only leaning on the LLM for the storytelling. But the whole number clutching is the magic of SOZO. It's being done on the back end with the whole data science process that we've learned as machine learning engineers.

[14:54:13] User: Okay, so you're separating the data analysis from the storytelling aspect, which is smart.

Could you walk me through a specific example of how Sozo handles a complex data set, identifies key insights, and then translates those insights into a narrated video? I'd like to understand the process from start to finish.

[14:55:49] User: Okay, so what we do is we take on a dataset, right? And then we break it down into... So we convert it into your data frame. So it doesn't really matter if it's a CSV or PDF or whatever. We convert it into a data frame so that we get structured data. Once we have that done, we then ask the LLM to see what sort of aspects or key insights can be generated

Areas for Improvement

- The user could improve their opening statement to be more concise and impactful, immediately grabbing the investor's attention. They also need to avoid filler words like 'yeah' and 'so'. While technically proficient, the explanation of the data pipeline could benefit from simplification for a non-technical audience. There is room to improve their response time, and also acknowledge the points the interviewer makes to show they are engaged.

Practice Session

Ready to start your practice session.

Sozo Business Studio automatically transforms data into compelling narrated reports, slides, and videos, enabling businesses to create data-driven stories quickly and easily.

You are about to start a practice session for a "Investor Pitch". Ensure you are in a quiet environment with microphone access.

Start Call

Practice Session


Connected - Listening...

Assistant - 16:55:09

Hello Elon, welcome and let's talk about Sozo Business Studio automatically transforms data into compelling narrated reports, slides, and videos, enabling businesses to create data-driven stories quickly and easily.


End & Save Session

Force Close



Upload

Job descriptions, pitch decks, or thesis abstracts



Simulate

Multi-voice AI panel questioning and realistic conversation



Feedback

Scoring, transcript, and improvement suggestions

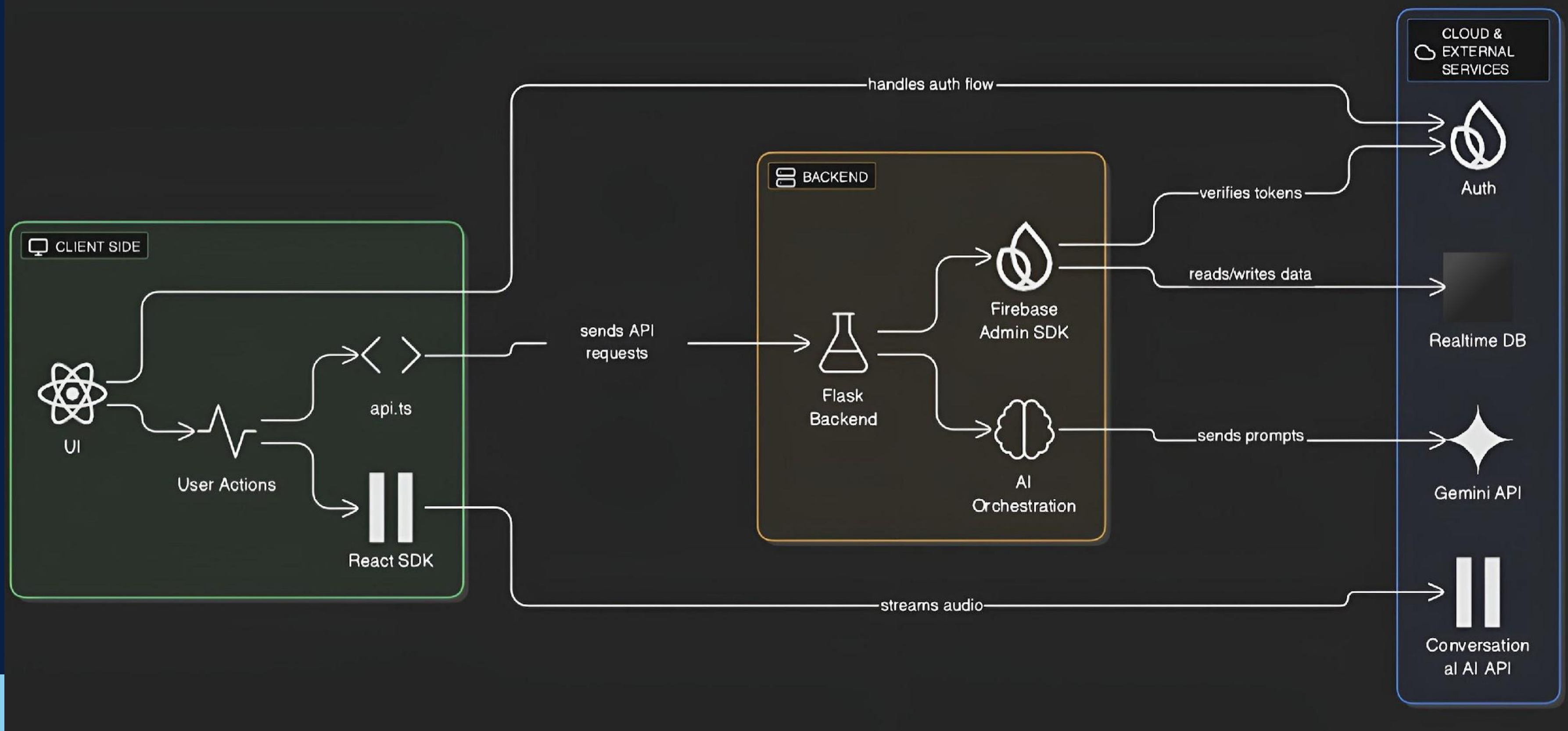


Improve

Iterative practice with targeted enhancement. Our agent has memory

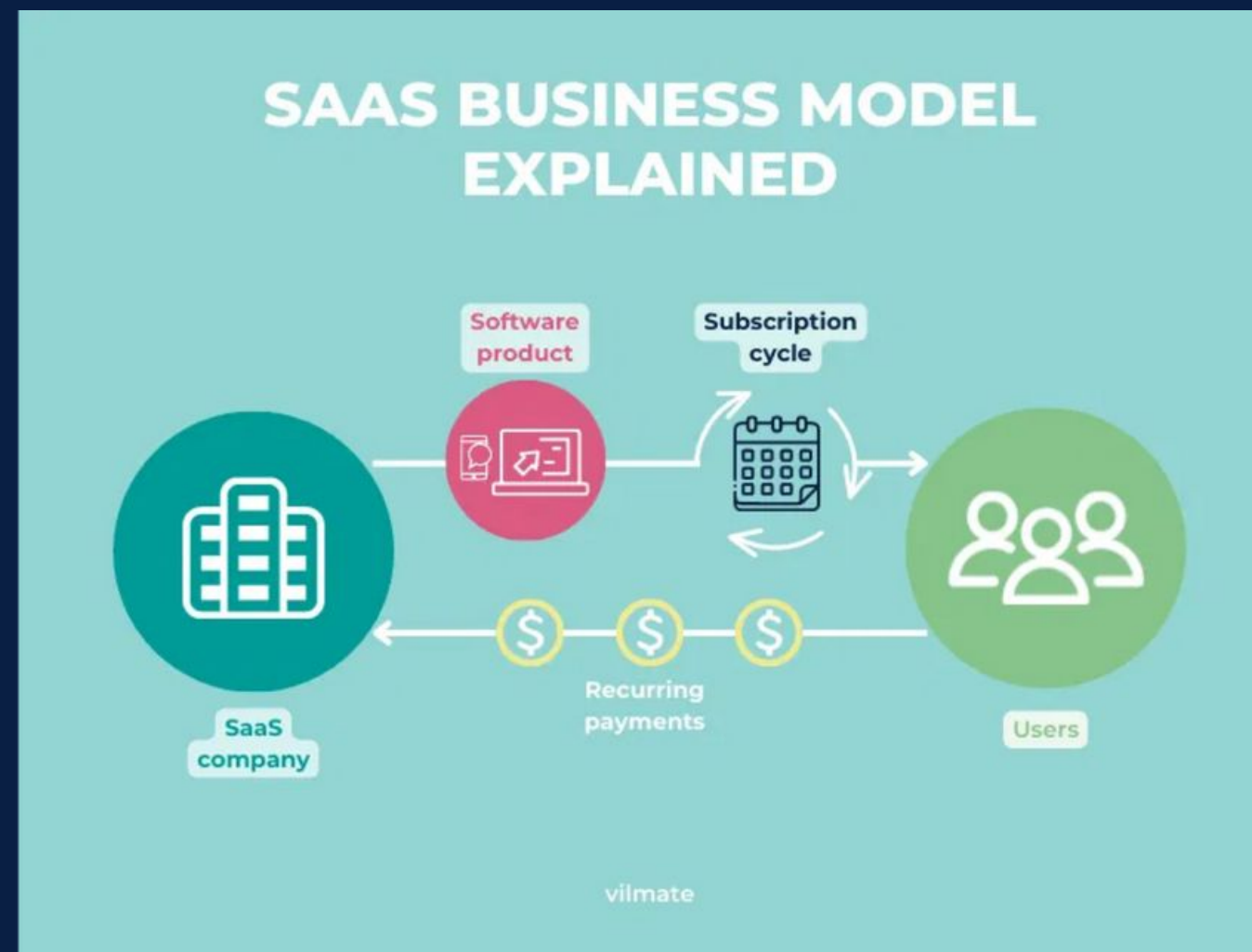


# Tools and Approach





# Business Model



## B2C Revenue

Credit-based SaaS model with subscription tiers and pay-per-session options for individual users.

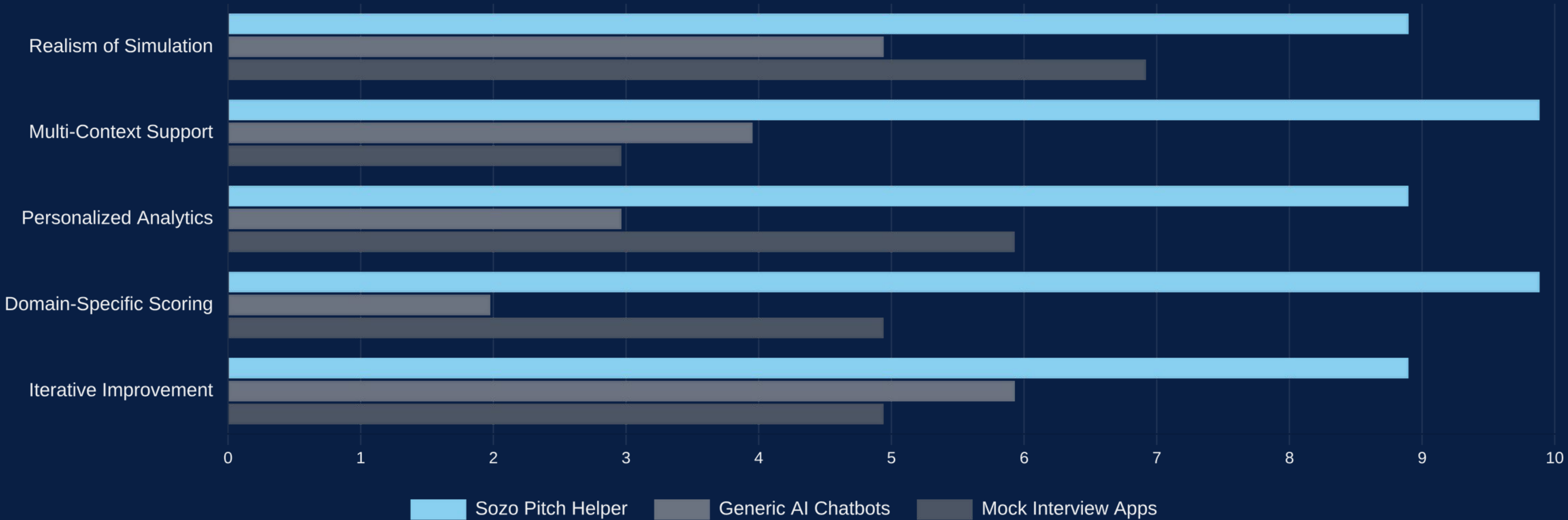
## B2B Expansion

Universities (thesis prep), accelerators (pitch prep), and HR platforms with enterprise licensing.

## Growth Engine

Cross-sell into multiple verticals (Career, Startup, Academic) creates durable growth and diverse revenue streams.

# Competitive Landscape



## Realistic AI Role-Play

Domain-specific questioning that simulates real interviews, pitches, and defenses.

## Multi-Context Use Cases

Versatile platform serving career, startup, and academic preparation needs.

## Personalized Analytics

Detailed scoring and targeted improvement suggestions for each context.