

ChipBrain

Emotionally Intelligent AI for Sales Professionals



THE PROBLEM

Traditional training can't provide what sales reps actually need:
real-time, on-the-call coaching.

More than 50% of sales reps miss their quotas (*Forbes*)

Traditional sales training is inadequate

One in four sales reps believes their training is ineffective (*Training Industry*)

THE SOLUTION

ChipBrain is building an emotionally intelligent AI assistant that provides live coaching to sales professionals during customer calls to help them communicate more effectively.

- Uses machine learning to provide real-time feedback
- Informs sales reps about the changing emotional state of the customer
- Suggests what to say, when to say it, and how to say it in order to close a deal
- Provides post-call performance reports and holistic view of customer emotions via dashboard



“AI is the top growth area for sales teams — its adoption is forecasted to grow 139% over the next three years” — [Salesforce](#)

MARKET OPPORTUNITY

ChipBrain is emerging at a time when more sales teams are going virtual and embracing AI.

\$1.1 billion

enablement software
market expected to reach
\$2.6 billion over the next
4 years
(marketandmarket.com)

60%

of sales reps reported
that they've increased
the amount of time
spent virtually
connecting with
customers

**"AI can create \$1.4
trillion to \$2.6 trillion of
value in marketing and
sales across the world's
businesses"**

— McKinsey

COMPETITIVE ADVANTAGES

ChipBrain's competitive advantages include a team of MIT doctorates, researchers and engineers, a board of accomplished business leaders with decades of sales experience, and state-of-the-art machine learning models and research.



A data-driven approach
to steering sales
conversations



Personalized feedback on
individual sales reps'
strengths and
weaknesses



Real-time automated
coaching for sales reps

BUSINESS MODEL

ChipBrain is a B2B software-as-a-service (SaaS) company.

- ✓ Subscription model
- ✓ Distributed as a standalone product and as an add-on to existing CRMS via key partnerships



TEAM

ChipBrain is led by MIT, Harvard and London School of Economics graduates, highly experienced in artificial intelligence, software engineering, and sales management.



Lisa Vo

Founder & CEO

- B.A. Computer Science, Harvard University
- Co-Founder Bluebonnet Data
- Software Engineer, Palantir Technologies



Harry Rein

Senior Engineer

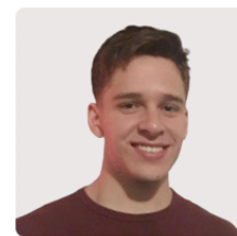
- B.S. and M.S. in Computer Science, MIT
- Founder, Shop My Shelf
- Software Developer, Oracle



Curtis Northcutt

Founder & CTO

- M.S. Computer Science, MIT
- PhD Candidate Computer Science, MIT
- Chief AI Scientist, Knowledge AI
- Research Scientist, Facebook Reality Labs

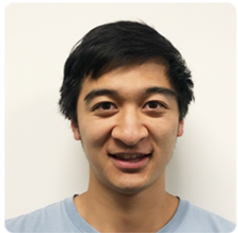


John Heyer

Senior Engineer

- B.S. and M.S. in Computer Science, MIT
- Software Development Engineer Alexa AI, Amazon
- Graduate Research and Teaching Assistant, MIT

TEAM



Harrison Wang

Senior Engineer

- B.S. and M.S. in Computer Science, MIT
- Software Engineer, Inkbit
- Research Scientist, MIT Computational Fabrication Group



John Fanning

Founder & Advisor

- Former CEO and founding Chairman of napster
- Founder of NetGames
- Founder of NetCapital



Kenneth Acquah

Senior Engineer

- B.S. Computer Science/Mathematical Economics, MIT
- Researcher, MIT Computer Science and AI Lab
- Researcher, IBM



Patrick Cahill

Sales

- 30 Years Sales and Sales Training Experience
- Managing Director, MAC Venture Group
- MBA, London School of Economics

We believe that artificial intelligence
can help salespeople become more
emotionally intelligent, more persuasive,
and ultimately more effective.