

Building technology to amplify human connection



virtualsapiens.co Boston MA

Technology Software SaaS Artificial Intelligence Lifestyle

LEAD INVESTOR



Gale Wilkinson

We believe Virtual Sapiens is a strong investment because: 1. CEO Rachel Cossar has a unique background as a former professional ballet dancer who was running an in-person communications training program on the side and ultimately because of its success, decided to build a solution at scale full-time. She has proven her ability to execute and successfully scale businesses. 2. The company's Sidekick tool is agnostic across video platforms and makes it seamless to quickly collect feedback; users have spoken highly of the tool's ease of use and feedback features. 3. The round is moving quickly and is almost fully committed.

Invested \$1,000 this round & \$1,000 previously

Highlights

- 1 💰 4 teams completed paid pilot; 15K+ in revenue
- 2 ✅ 24 teams on the waitlist to try Sidekick
- 3 🏆 Co-founder second time founder, previous company acquired
- 4 🏆 MassChallenge Finalist
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- 5 📈 \$33B market potential

Our Team



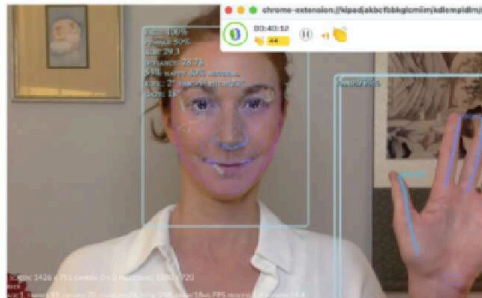
Rachel Cossar Co-Founder + CEO
MassChallenge '21 | TEDx Speaker | Presence Expert



Neal Kaiser Co-founder + CTO

Founder & CEO of Upshot Commerce (acquired).

Pitch



Rachel Cossar, Co-Founder & CEO
rachel@virtualsapiens.co

The Future of Work is Here

More Video Brings Need for Updated Skills + Potential For Meeting Intelligence



Increased and continued dependency on video

- Time, budget savings
- Reduced environmental impact



Client-facing professionals experience skills gap

- Updated communication skills required
- Lack in individualized feedback



Existing communication training solutions:

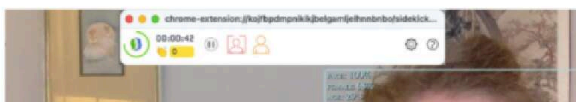
- One size fits all
- Costly
- Lack follow through

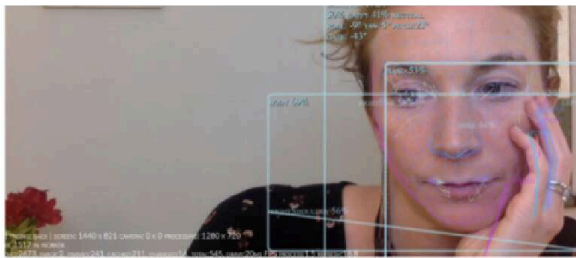
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Our Scalable, Personalized Solution

Using AI to Improve Communication in Work 2.0

- **Personalized Communication Coach** unlocks real-time individualized feedback
- **Manager and Team Insight**





Dashboards to support remote teams

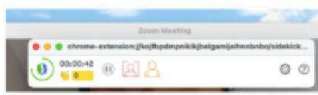
- **Audience Engagement Metrics** meeting intelligence to enhance delivery
- **Integration with Existing Platforms** Integrates with all video platforms

[Check out our Demo/Overview](#)

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The Sidekick - Like Grammarly for Body Language + Presence (Patent Pending)

Live, in-call nudges and positive reinforcements on body language metrics



Integrates with: Google Cal, Outlook for auto-launch

- Framing
- Posture
- Eye gaze
- Face touching
- Facial expressions
- Hand gestures



Live, in-call nudges and encouragements

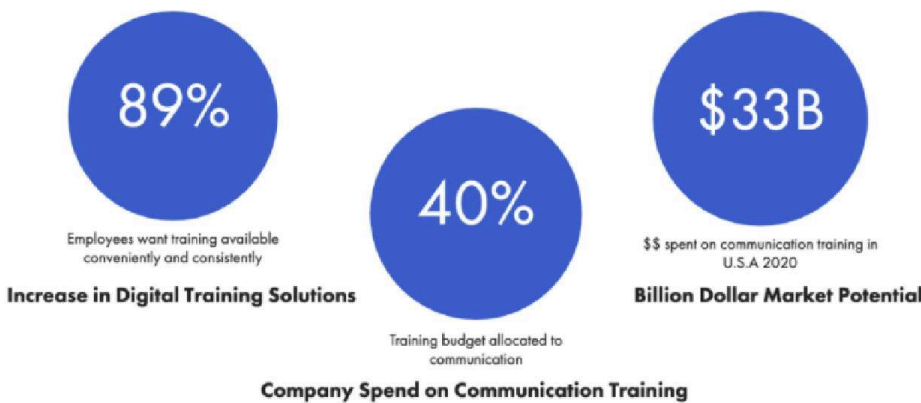
Pre, during and post call nudges

Post-Call Summary Insights + Gamification

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The Opportunity

Targeting B2B Enterprise Communication Training Budgets - Client Facing Professionals



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Sources: AMA, ELM, Findstack, Statista

Go-To-Market

Two-Step Strategy

1- Direct, B2B Mid-Market Pilots



2- Integrate to Distribute at Scale





*Pilot underway

**Conversations underway with key decision makers

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Product Market Fit Validation

“The results were amazing. Everyone in our sales team now feels more confident and present in front of the camera and is much more convincing when talking to customers.”

Sales Enablement Manager - Quantilope

4

Teams Complete Paid Alpha Pilot

24

Companies in Line to Pilot Sidekick
(Includes 4 Alpha Pilots)

\$15,200

Revenue From Alpha Pilots

Products and SaaS Pricing

| Plan Name | Description | Target Customer | Per seat/month |
|---------------------------|---|---|----------------|
| The Sidekick | The Sidekick as standalone product | Client facing professionals | \$9 |
| The Sidekick + | The Sidekick with dashboards and progress tracking | Client facing professionals | \$19 |
| Virtual Sapiens for Teams | The Sidekick + Manager's Dashboard with team insights + quarterly assessments | Mid-Market Companies/Partners (250 employees +) | \$60 |

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Who is in this space...And how are we different?

| Company | Live, in-call feedback | Feedback video setup | Feedback on body language | User engagement insights | Privacy first (client-side AI) |
|-----------------|------------------------|----------------------|---------------------------|--------------------------|--------------------------------|
| Virtual Sapiens | ✓ | ✓ | ✓ | ✓ | ✓ |
| Poised | ✓ | ✗ | ✗ | ✗ | ✗ |
| Orai | ✗ | ✗ | ✓ | ✗ | ✗ |
| Goldcast | | | | | |

| | | | | | |
|--------------------------|---|---|-------------|---|---|
| Speaker Loan (Microsoft) | ✗ | ✓ | Coming Soon | ✗ | ✗ |
|--------------------------|---|---|-------------|---|---|

What's Next?



Forward-looking projections cannot be guaranteed.

Exit Strategies


| Type | Target | Strategy |
|---|--|---|
| Acquisition - Video Platforms | Zoom; Hopin; Microsoft; Google; Slack | Exclusive edge over tight competition. Built in virtual assistant providing integrated feedback on video calls. |
| Acquisition - Niche Addition to Existing SaaS | Gong, Chorus, Salesforce, Hubspot, Ariel | Complimentary addition to existing CRMs and sales training firms |

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Sources: [Selling Power](#)


Forward-looking projections cannot be guaranteed.

Founding Team + Advisors




Rachel Cossar
Co-Founder/CEO

- Body language and presence expert ([HBR](#), [Boston Globe](#), [Psychology Today](#))

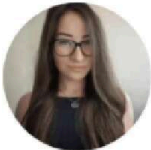


Neal Kaiser
Co-Founder/CTO


- Founder/CEO of Upshot Commerce, acquired by Mi9 Retail 2016




Yara Amin
Machine Learning Engineer



Desi Dimitrova
Front End Developer



Clayton Kim



MC
MASSCHALLENGE
FINALIST

- 5 years of consulting and training as Founder of **Choreography for Business**
- Former pro-ballet dancer

- developed applications for NASA and Dept of Justice
- BA CS, UMass Amherst

Stephen Kim
Data Science
Advisor



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Financial

\$300K Angel Round

initial investment opportunity

We are looking for an additional \$100K to close out this round.

\$\$ invested directly into development talent and getting our pilots through completion and conversion.

