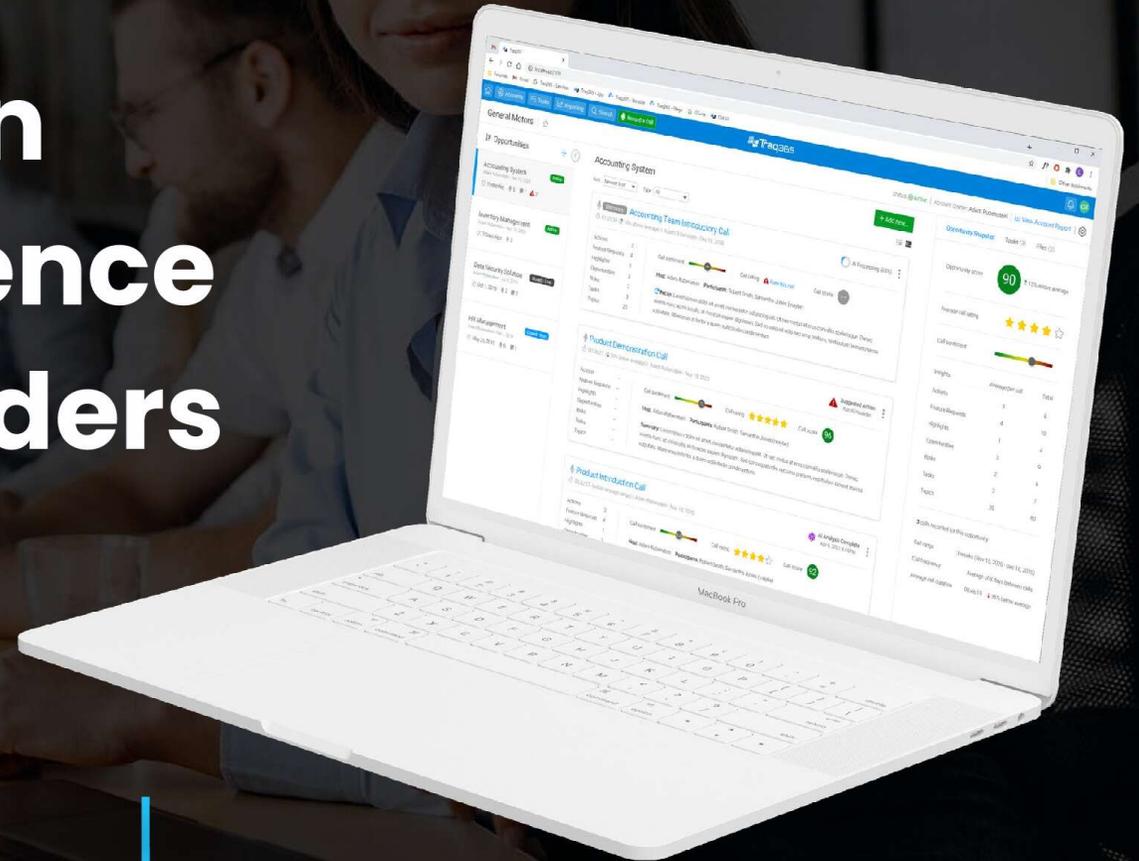




The first *real* AI-driven conversation intelligence platform for sales leaders and their teams.



TRAQ365.COM

Sales cycles are getting longer and more complex.

75%

of B2B sales cycles take 4+ months to close (25% take 7+ months)

22%

the average length of a B2B sales cycle increased 22% in the last 5 years

8

decision makers are involved in the purchasing process, making sales more complex than ever before



Salespeople are spending **too much time** inputting *inaccurate* information.



Sales professionals typically spend **8-12 hours each week** documenting calls (**\$20k/year in time that could be spent selling**).



With so many manual tasks, salespeople only spend **1/3 of their time actually selling**.



Scrambling from call to call, salespeople **fail to recollect key details** when entering notes and sharing with team leaders.



Conversational intelligence platforms have always focused on the performance of the salesperson - **never on the buyer themselves.**

01 — OUTDATED

Current platforms **only store client basics** and manual sales notes

02 — LIMITED

Sales managers still have **limited visibility into deals** and the customer trends that drive them

03 — INACCURATE

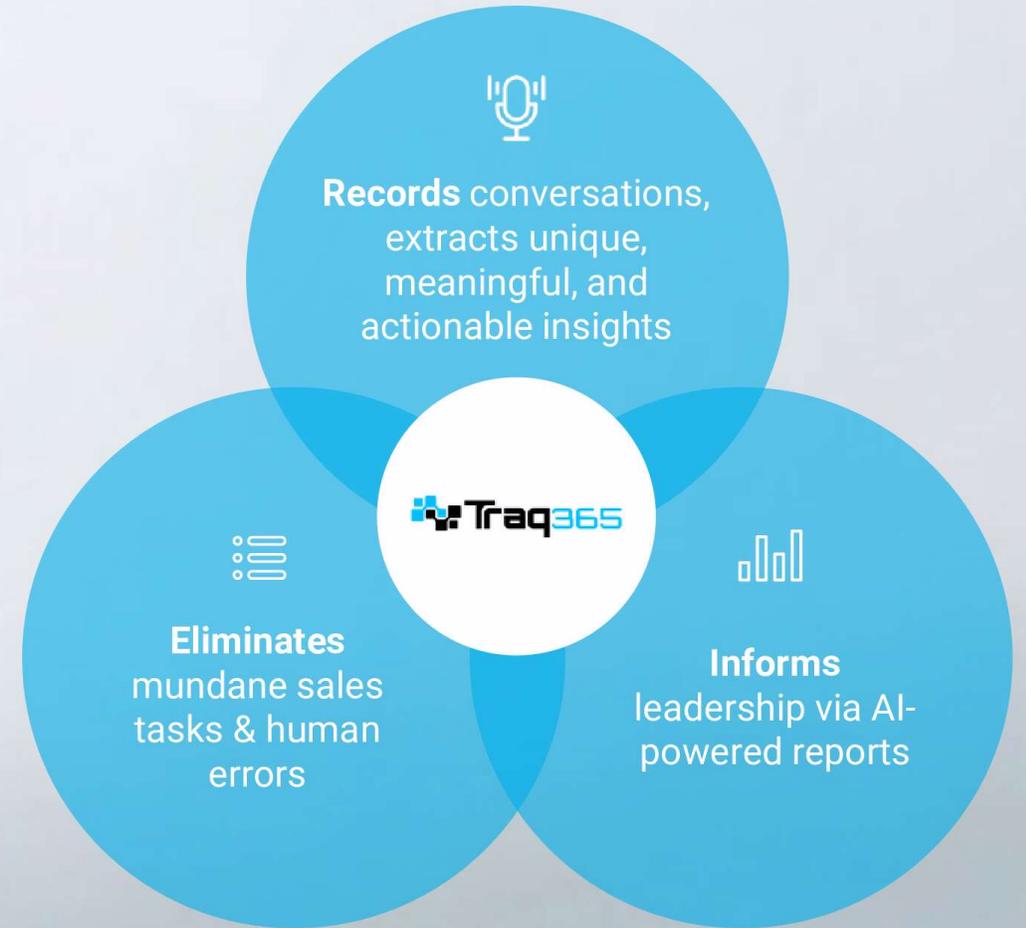
Customer sentiments are often **lost in translation**

Traq365 analyzes conversations to identify insights, trends, patterns and actionable intelligence.

Unprecedented visibility into what the buyer is thinking.

\$20K per year **savings per employee** plus:

- Comprehensive understanding of customer needs
- Precise, actionable revenue forecasting
- Automated ranking of leads



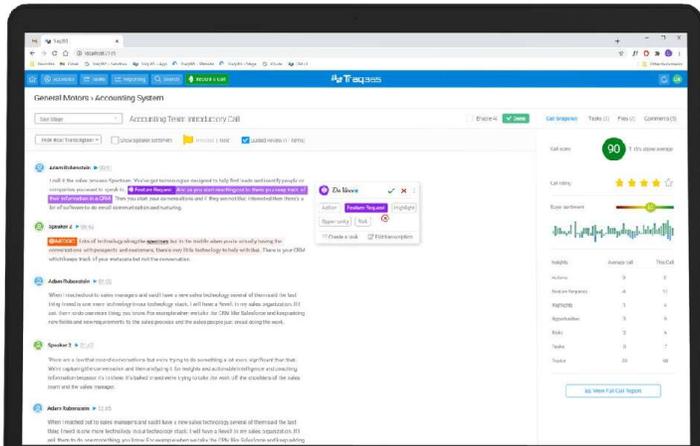
A massive leap forward in conversational intelligence tools

Traq365 records, analyzes, and stores conversations so sales teams can focus on customer relationships.

Traq365 complements & enhances the capabilities of existing CRMs and operates as its own independent platform.

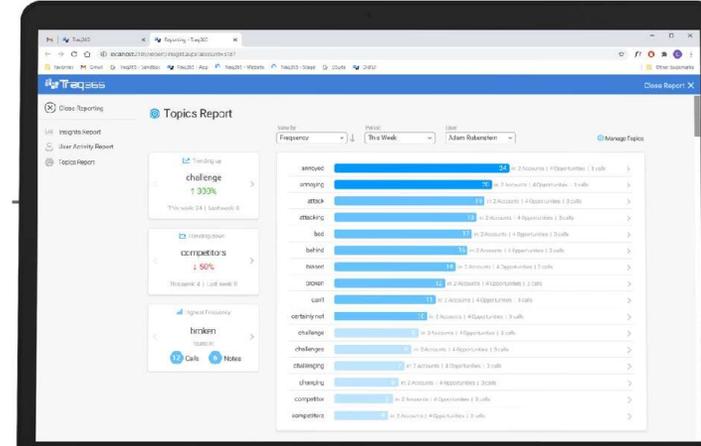
01.

Recorded and transcribed sales calls



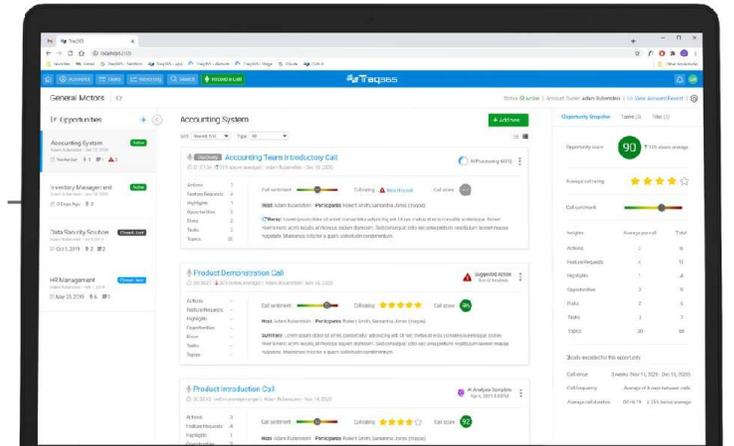
02.

Analysis and action items for each conversation



03.

Stored in one place and accessible throughout the organization



**Traq365 is priced
at \$60 per seat
for professional
and enterprise
customers.**

PROFESSIONAL

Core Da Vinci™ AI
trained on industry
best practices and
conversational
insights

\$60 per user
\$0 platform fee

ENTERPRISE

Customized Da Vinci™
AI configured to
address customer's
unique needs & sales
process

\$60 per user
\$1,200 platform fee
(monthly)

**Companies
are investing
in data-driven
conversational
intelligence.**

The Conversational
AI market will be a

**\$25B+
market**

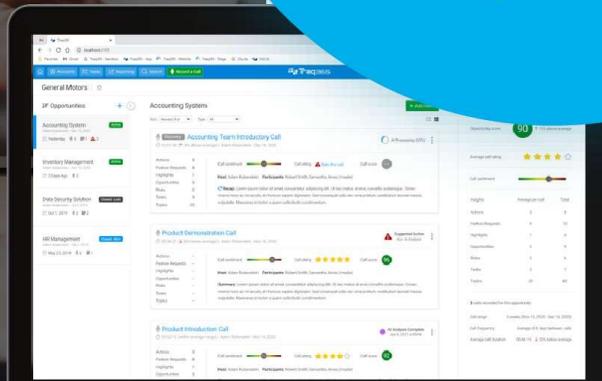
by 2028

Leaders see that
data-driven
strategies deliver an

8x ROI

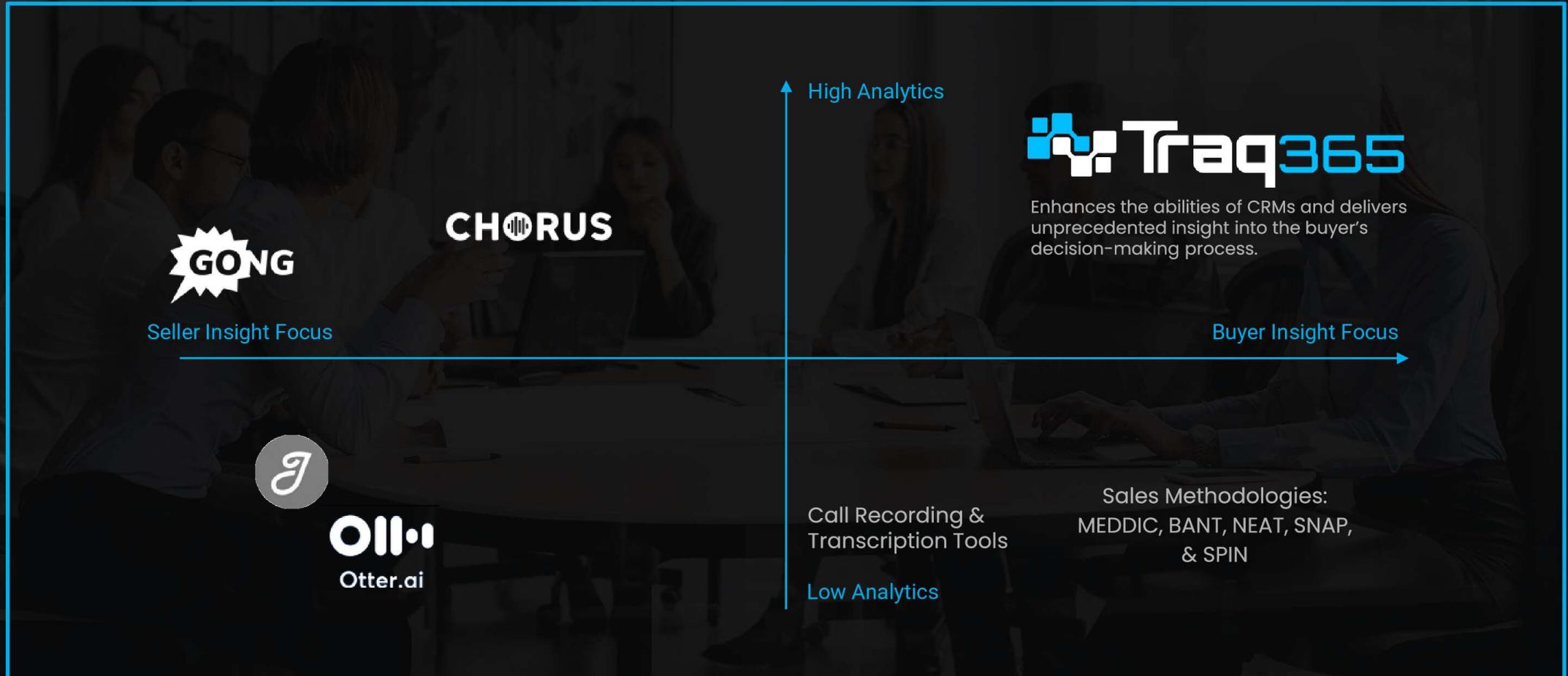
22.6%

CAGR



Incumbent platforms are built for sellers.

Traq365 provides deeper insights into each buyer and their decision making process.



We land and expand with our customers and become more important to them as they scale their sales teams.

- More Intelligent As You Go

AI gets more intelligent over time, identifying additional insights, actionable intelligence, patterns and trends.

- Core AI for Exponential Intelligence

Da Vinci™ AI learns across numerous organizations and becomes more robust as its customer base grows, adding **additional value with each customer gained (network effect)**.



We're raising

\$1M
to bring Traq365
to market



Continue development of the Traq365 platform



Advance Da Vinci™ AI



Scale sales and marketing
(advertising, social media, and partnerships)



Founded by industry
leaders who have
delivered **millions in
sales revenue**



Adam Rubenstein

CHIEF EXECUTIVE
OFFICER

- Serial entrepreneur with **two successful exits** (Motionpoint & Convenience Products)
- Built and led sales team to \$42M in revenue across 1,200 top tier clients

Peter Rice

CHIEF TECHNOLOGY
OFFICER

- **25+ years** of software development, web technology, IT infrastructure and business management

Chris Rice

CHIEF EXPERIENCE
OFFICER

- **20+ years** in UX/UI design and coding oversight



Designed for adaptability

Our roadmap makes us uniquely positioned to succeed in the market for Conversation Intelligence Tools

2021 YTD

✓ MVP complete and functioning

✓ Beta testing with launch partners to rave reviews

2021-2022

Continuously refine the platform and AI technology

Ramp up marketing and sales efforts to gain market share

2023+

Land and expand strategy

Adaptable conversational insight technology and custom AI to land and expand

Growth across new industries and applications

Our data, AI, and platform enable high margin, recurring SaaS revenues that grow with existing customers as we take on new ones.

Revenues

Y1: \$243,600

Y2: \$1,663,800

Y3: \$4,826,400

\$5,000,000

\$3,750,000

\$2,500,000

\$1,250,000

\$0

Y1

Y2

Y3

- **6,140** Users
- **204** Enterprise Clients
- **\$4,826,400** Revenue
- **\$2,962,450** Expenses
- **\$1,863,950** Net Rev.



Additional Information

Learn more about Traq365 and founder Adam Rubenstein:



"Sales AI like you've never seen - and you're going to love it!"
<https://adbl.co/3r1BUap>



"Your Customer is Talking. Are You Listening?"
<https://bit.ly/2VrWSTT>



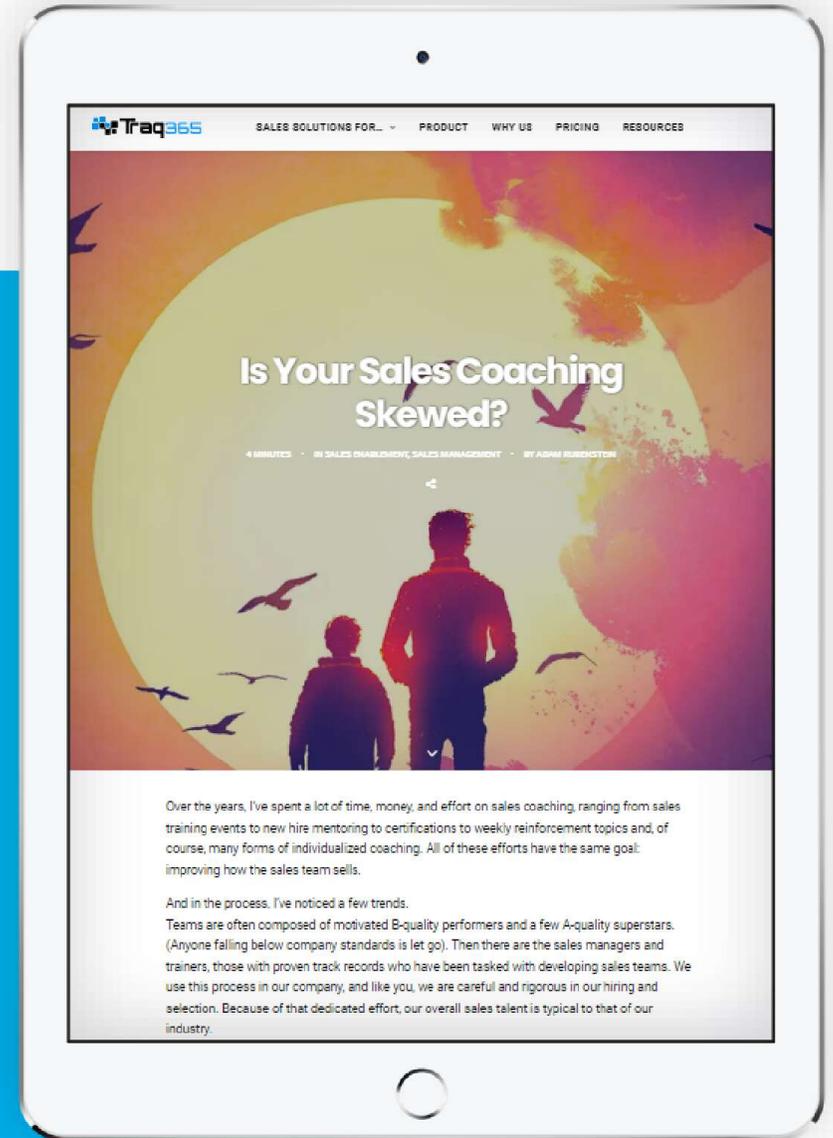
"The Sales Conversation is The Single Source of All Truth"
<https://bit.ly/2T3py4S>

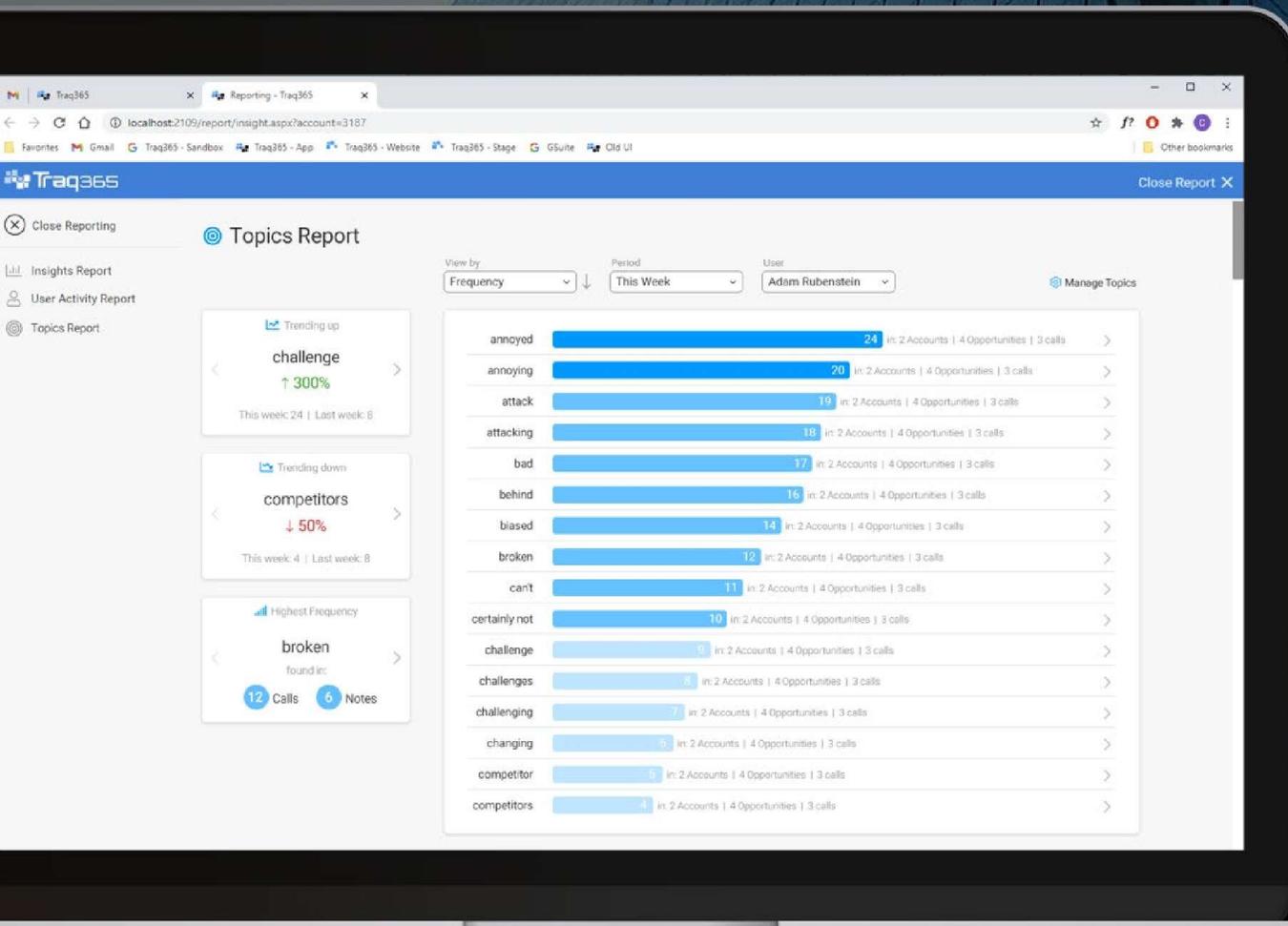


"Is Your Sales Coaching Skewed?"
<https://bit.ly/3r7S3ef>



"5 Things I Wish Someone Told Me Before Became A CEO"
<https://bit.ly/3hvCg5V>





Thank You

Adam
Rubenstein
Chief Executive Officer

Sources

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