

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
- 4 🏆 MassChallenge Finalist
- 5 📈 \$33B market potential

Our Team



Rachel Cossar Co-Founder + CEO

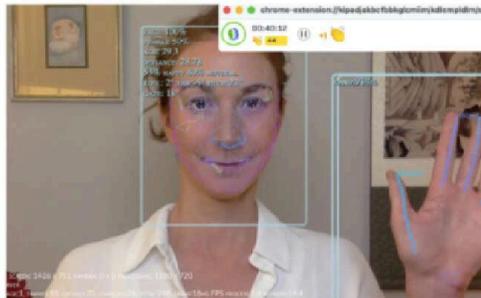
MassChallenge '21 | TEDx Speaker | Presence Expert



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

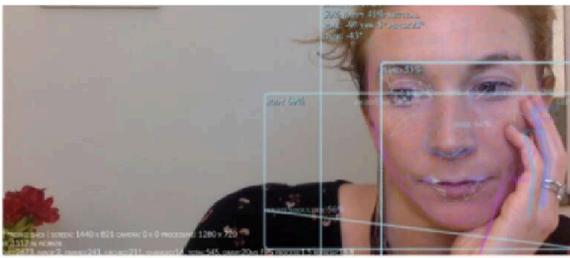
Confidential

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](#)

Confidential

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

Great job! Here are your meeting results:
Ian + Virtual Sapiens

Meeting duration	Speak share	Presence points
00:53:21	28.52%	427

Confidence	HIGH
Support building/empathy	HIGH
Expression and Energy	HIGH

Top Areas to Improve

Live, in-call nudges and encouragements

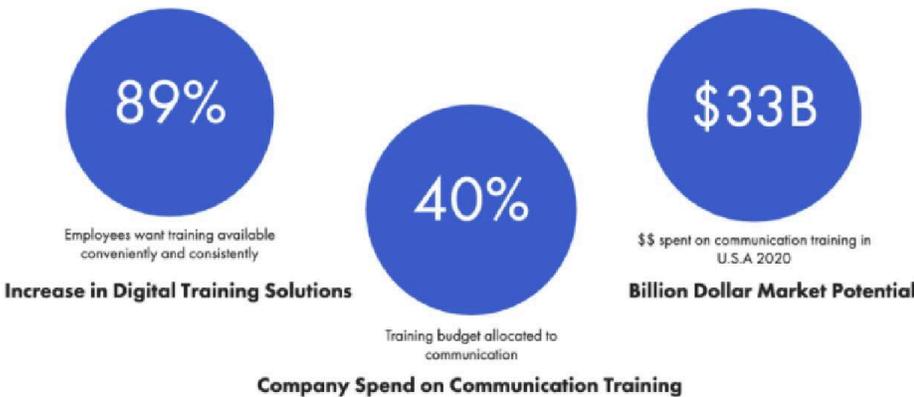
Pre, during and post call nudges

Post-Call Summary Insights + Gamification

Confidential

The Opportunity

Targeting B2B Enterprise Communication Training Budgets - Client Facing Professionals



Confidential

Sources: AMA, ELM, Findstack, Statista

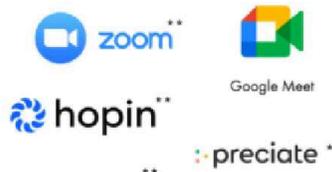
Go-To-Market

Two-Step Strategy

1- Direct, B2B Mid-Market Pilots



2- Integrate to Distribute at Scale





*Pilot underway

**Conversations underway with key decision makers

Confidential

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

Confidential

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

Confidential

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



- 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



Confidential

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.

