

Ascentium Talent

Company Presentation

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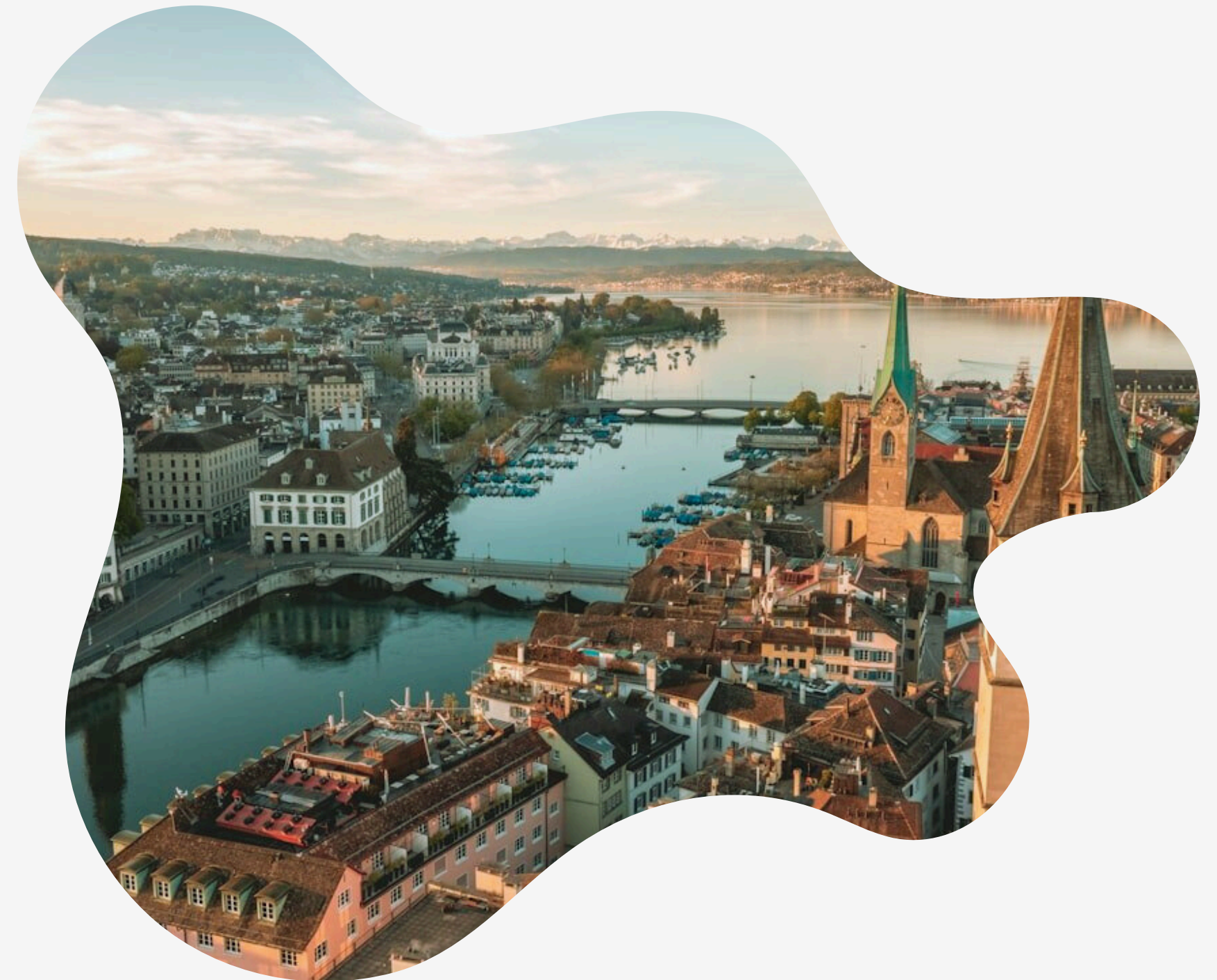


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The Problem

Nearly \$1B spent annually on EMEA pharma training — with three structural gaps no one has solved.



Fidelity Gap

Workshops can't simulate real HCP conversations.

Reps train in low-stakes, perform in high-stakes. The cognitive gap between role-play and reality means training doesn't transfer to the field.



Measurement Gap

L&D reports completion rates, not competency.

Training budgets are defended with vanity metrics. Commercial leaders can't link training investment to field performance.



Compliance Gap

AI tools bolt on regulation instead of building it in.

Medical, Legal, and Regulatory teams block adoption of AI training tools that can't demonstrate compliance-by-design.

The Platform

6 AI-powered modules. Each independently configurable. All pharma-grade.



AI Speech

1

Presentation delivery analysis. Vocal quality, pacing, confidence scoring.



AI Conversations

2

Two-way avatar dialogues. Voice-enabled, scored against behavioral frameworks.



AI Listening

3

Comprehension assessment. Response quality and active listening metrics.



Knowledge Assessment

4

Adaptive testing. Competency mapping across therapeutic areas.



Key Info Fluency

5

Product message recall and delivery accuracy measurement.



Open Q&A

6

Unscripted question handling. Measures adaptability under pressure.

How It Works

From configuration to measurable field performance in 4 steps



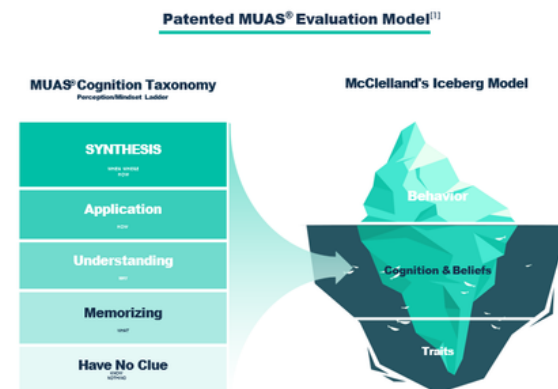
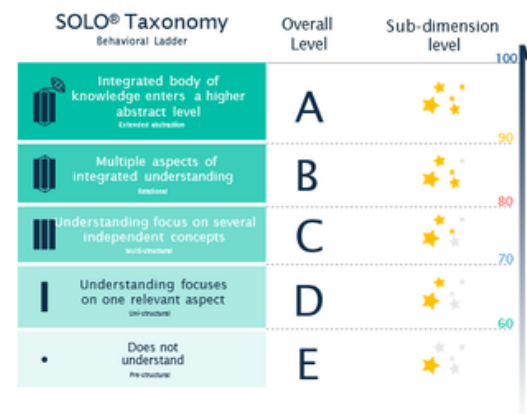
Built on Science, Not Heuristics

MUAS® / SOLO Taxonomy

AT's assessment methodology is peer-reviewed behavioral science — not prompt engineering or heuristic scoring.

MUAS® (Multi-User Assessment System) provides validated psychometric measurement of communication competency. SOLO Taxonomy classifies learning complexity across observable behavioral dimensions.

Together, they enable AT to deliver assessment that is reproducible, defensible, and clinically grounded — meeting the evidentiary standards pharma L&D teams require to justify training investment.



Evidence Base

15+

Peer-reviewed SCI publications

3

Granted patents

10,000+

Psychometric validations

6

Independently configurable modules

3–5 yr

Replication timeline for competitors

Pharma-Grade Compliance

Not bolted on. Built into the AI pipeline.



MLR Guardrails

Real-time Medical, Legal, and Regulatory review frameworks enforce content boundaries during every avatar interaction.



AE/PC Capture

Mandatory Adverse Event and Product Complaint escalation protocols embedded in every training session.



Fair-Balance

Automated verification that content presents balanced risk/benefit information as required by pharmaceutical regulations.



GDPR + FADP

European data processed in AWS Frankfurt. Swiss FADP alignment. Data Processing Agreements with all clients.



EU AI Act

Transparency documentation aligned with high-risk AI system requirements. Classification-ready architecture.



ISO 27001

Gap analysis initiated. Swiss-based certification targeted 2026. Enterprise information security standard.

Proven Results

199–602%

ROI

Controlled deployments

34%

**First-call
improvement**

HCP engagement quality

50%

**Skill score
uplift**

55% → 80%+ competency

<13 mo

**Payback
period**

vs. 18–24 industry avg

10,000+

Validated users

200K+

Practice sessions

40+

Enterprise clients

9 / 10

Top global pharma

3 + Zug

Active regions

6.4 / 7.0

User satisfaction

Enterprise Client Portfolio

Trusted by 9 of the Top 10 global pharmaceutical companies

Top 10 Global Pharma



9 of 10 active deployments. Multi-country, multi-therapeutic area programmes. Enterprise-scale validation across regions.

Regional Pharma



Targeted deployments across EMEA, APAC, and Americas. Therapeutic area specialization including oncology, immunology, rare disease.

Biotech & Specialty



Rapid deployment for launch readiness. Field force effectiveness for specialty sales teams with complex scientific messaging.

Deployment Examples

Launch Readiness

New product launch teams practice HCP conversations with AI avatars before first field interactions. Measured competency thresholds before market access.

Ongoing Field Excellence

Continuous skill development programmes. Quarterly competency assessments linked to field performance data.

Compliance Training

Scenario-based AE/PC capture training. MLR-compliant messaging practice. Regulatory examination preparation.

Multi-Country Rollout

Standardized deployment across 10+ markets with localized content, language support, and regional regulatory adaptation.

European Presence

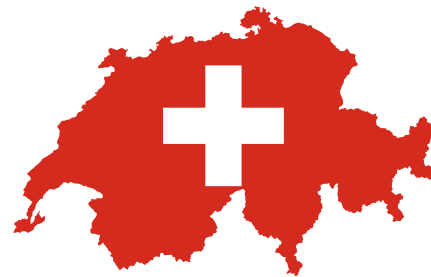
AT Switzerland GmbH | Zug

Incorporated in 2026 as the European commercial, innovation, and compliance hub for Ascentium Talent.

Why Switzerland:

- Basel–Zurich pharma corridor: Novartis, Roche, Lonza global HQs within 90 minutes
- Regulatory trust: EU-adjacent data sovereignty with Swiss FADP alignment
- Innovation ecosystem: ETH Zurich, Innosuisse, deep pharma talent
- IP jurisdiction: Investor-friendly governance, predictable enforcement

Not a regional office — a value-creating entity that owns new IP, signs EU contracts directly, and houses A2A R&D output.



Key Facts



Entity	GmbH (Zug)
Data Residency	AWS Frankfurt
Compliance	GDPR, FADP, EU AI Act
Certification	ISO 27001
GM	Ywan Karlen
Innovation	ETH Zurich
Funding	Innosuisse + private
Expansion	EMEA-wide from Swiss base

Thank You

Practice. Measure. Improve.

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