

PitchPerformer

11Labs Hackathon

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The Mission

**Empower sales executives with the skills to perfect their craft and
drives sales**



The Problem

Sales training is complex, expensive and time-consuming

The Problem

- Companies spend over \$10,000 per employee per year on training.
- The gap between high and low performers is difficult to measure.



Current state of training programs



One-Size-Fits-All Training

Traditional training programs often follow a standard curriculum, not taking into account the diverse backgrounds, experiences, and learning styles of individual sales reps. This may lead to reduced effectiveness in training.



Resource Intensive

Training programs can be resource-intensive, requiring significant time and effort from both the trainers and the trainees. This could impact the productivity of sales teams.



Can't keep up with an evolving market

The business environment changes rapidly, with evolving customer needs, market trends, and competitive dynamics. Traditional training methods might not be agile enough to keep up with these changes.

The Solution

PitchPerformer uses advanced LLMs and text-to-speech technology to create realistic sales call simulations.

Using AI for a next-generation training partner



LLMs power diverse customer personas and conversation paths to represent different customer personalities, segments and difficulties, providing an experience that's as close to reality as it can be without risk.



Text-to-speech creates ultra-realistic dialogues that put the sales executives under almost real conditions, providing an immersive and enriching training experience.



Together, they create an immersive, safe, and adaptive training environment that empowers sales teams and companies to perfect their skills.

Our platform helps teams measure their performance against objective and equal metrics across the organization, adapting its content to new technologies.

Market Opportunity

A summary of the big picture, untapped opportunity.

\$7.74B

Total Addressable
Market

\$3B

Serviceable Addressable
Market (SAM)

\$300M

Early Target Market -
Enterprise Consumers

10% or \$30M

Potential Market Share

Our Team

Sales, AI and product experience



Ignacio Niño de Zepeda

CEO

- AI Account Manager at Google
- Senior Account Manager at AWS
- Product Marketing Manager at Microsoft



Francisco Valenzuela

CTO

MSc in Data Science and ML

- Product Manager at ThinkSolveEvolve
- Product Manager at Falabella
- Product Manager at Microsoft



Pablo Elgueta

ML Engineer

MSc in Data Science and ML

- ML Engineer at AffiliateAI
- Frontend Engineer at FanPods

Business Model

Pricing

- Yearly subscription
- Price TBD per user



Thank You