

Star performance for everyone



TALKMEUP

Communication is Crucial to Business Success at All Fronts



Sales



Customer Service



Teamwork

The Current Communications Training is **Problematic**

Whether it's 1-on-1, group, or online



**Disconnected
From Business
Objectives**



Costly



**Inefficient and
Time Consuming**



**Subjective &
One Size Fits All**

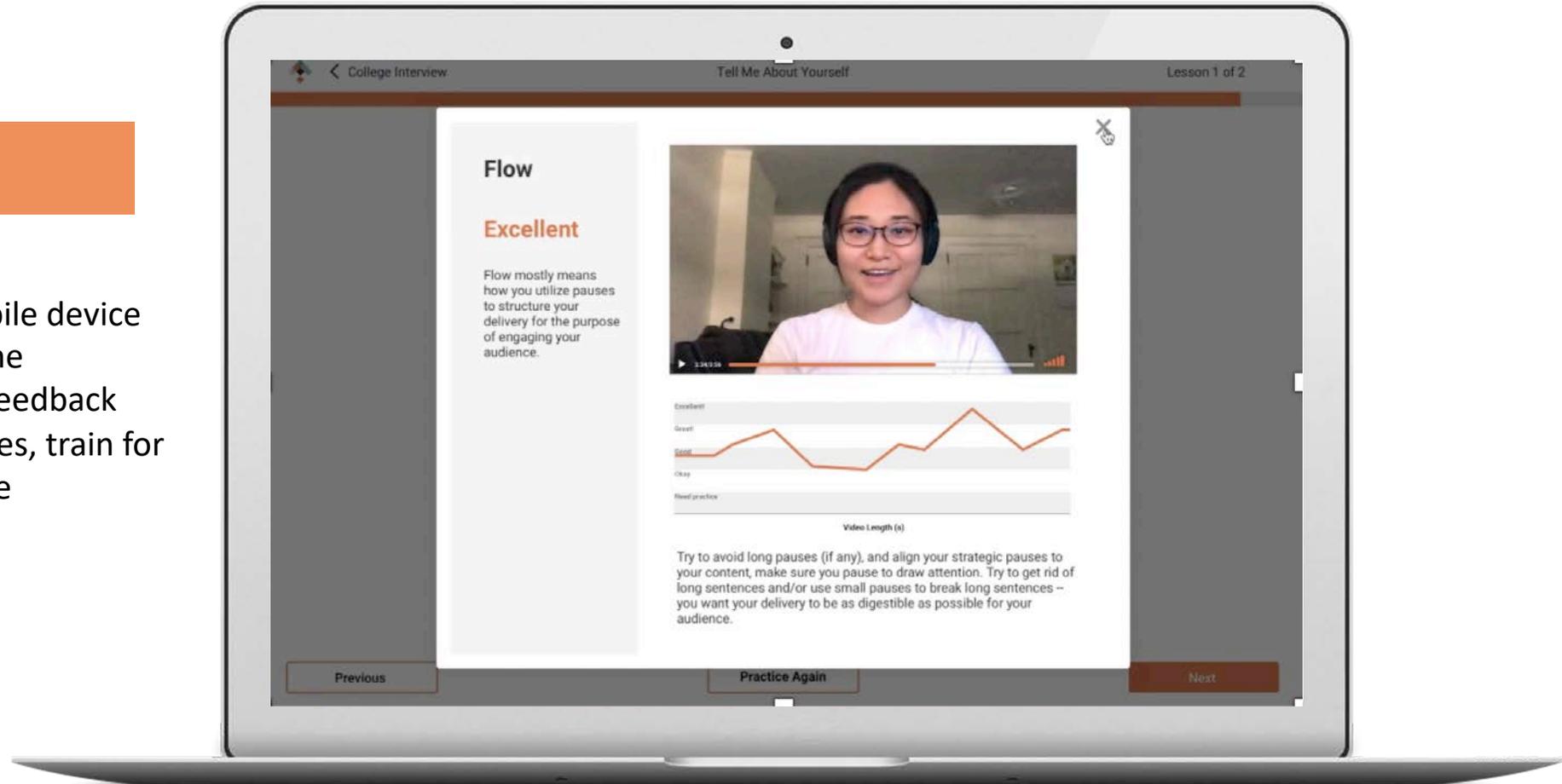


**Unmeasurable
Results**

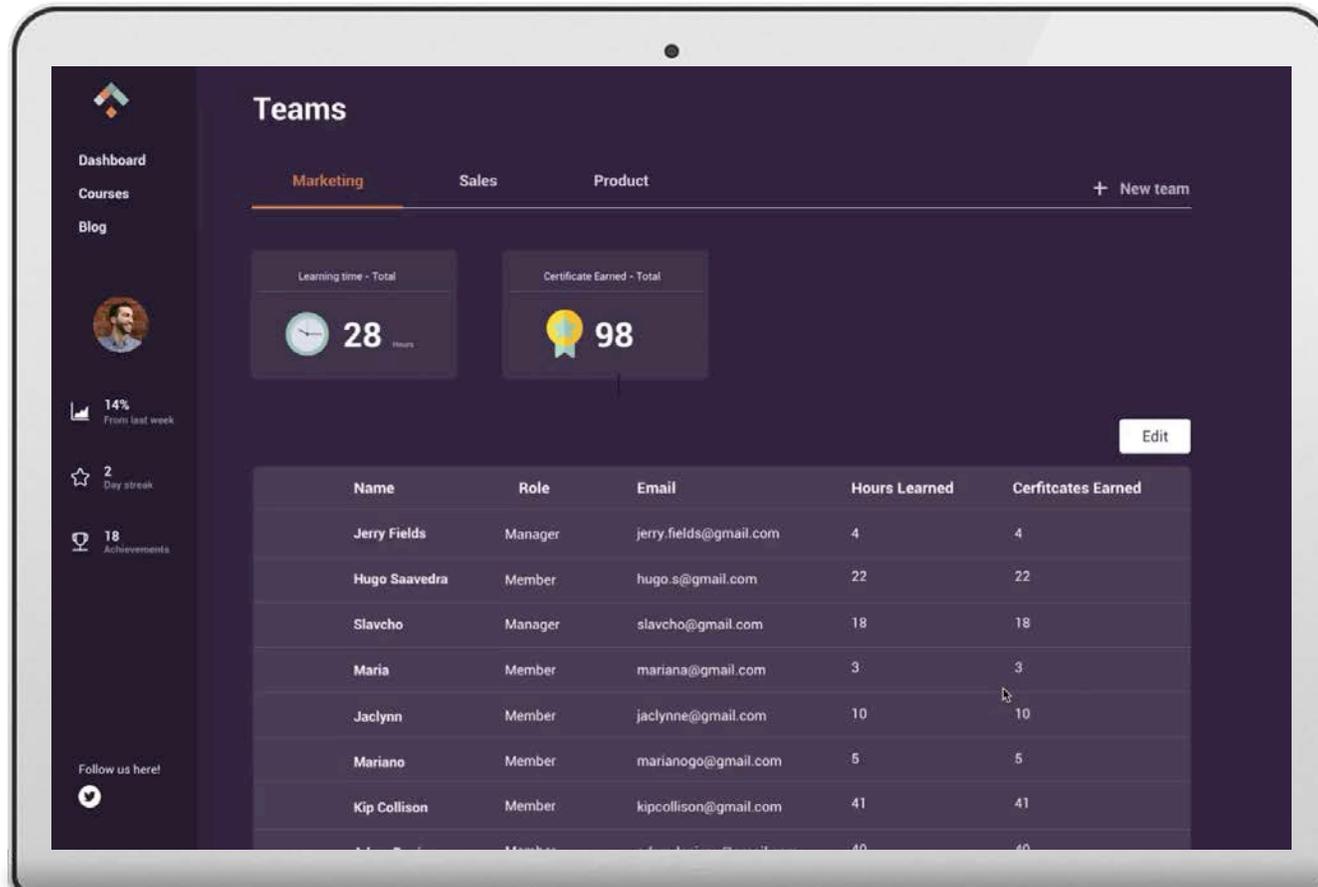
TalkMeUp is an AI Powered Smart Coach

Employees

- A smart coach on the mobile device
- Practice anywhere, anytime
- Instant and personalized feedback
- Highly customizable courses, train for best business performance



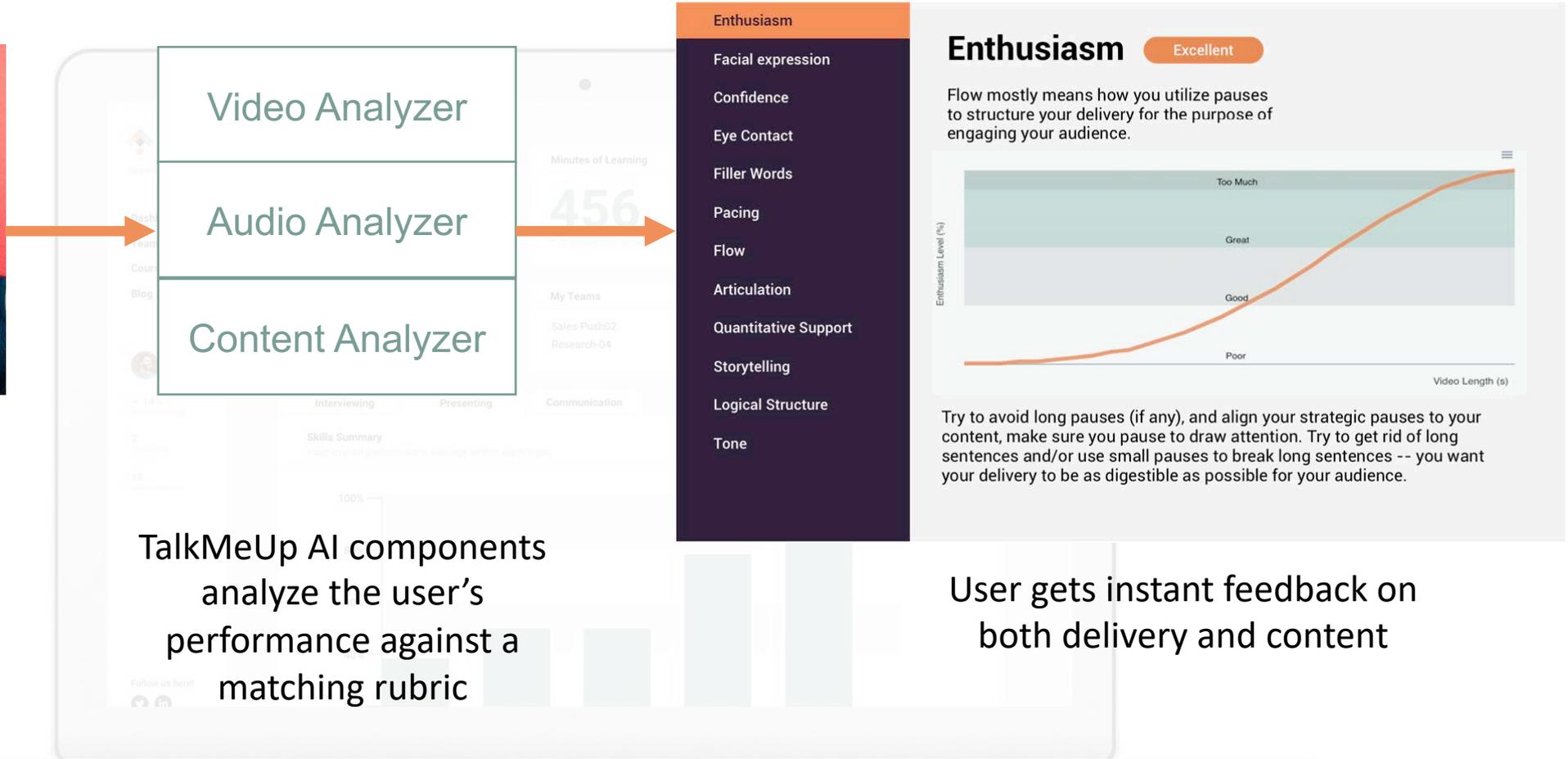
TalkMeUp is an **AI Powered Smart Coach**



Managers

- Easy team management
- Insights into the team's learning
- Measurable ROI
- xAPI for easy integration

How Our Technology Works

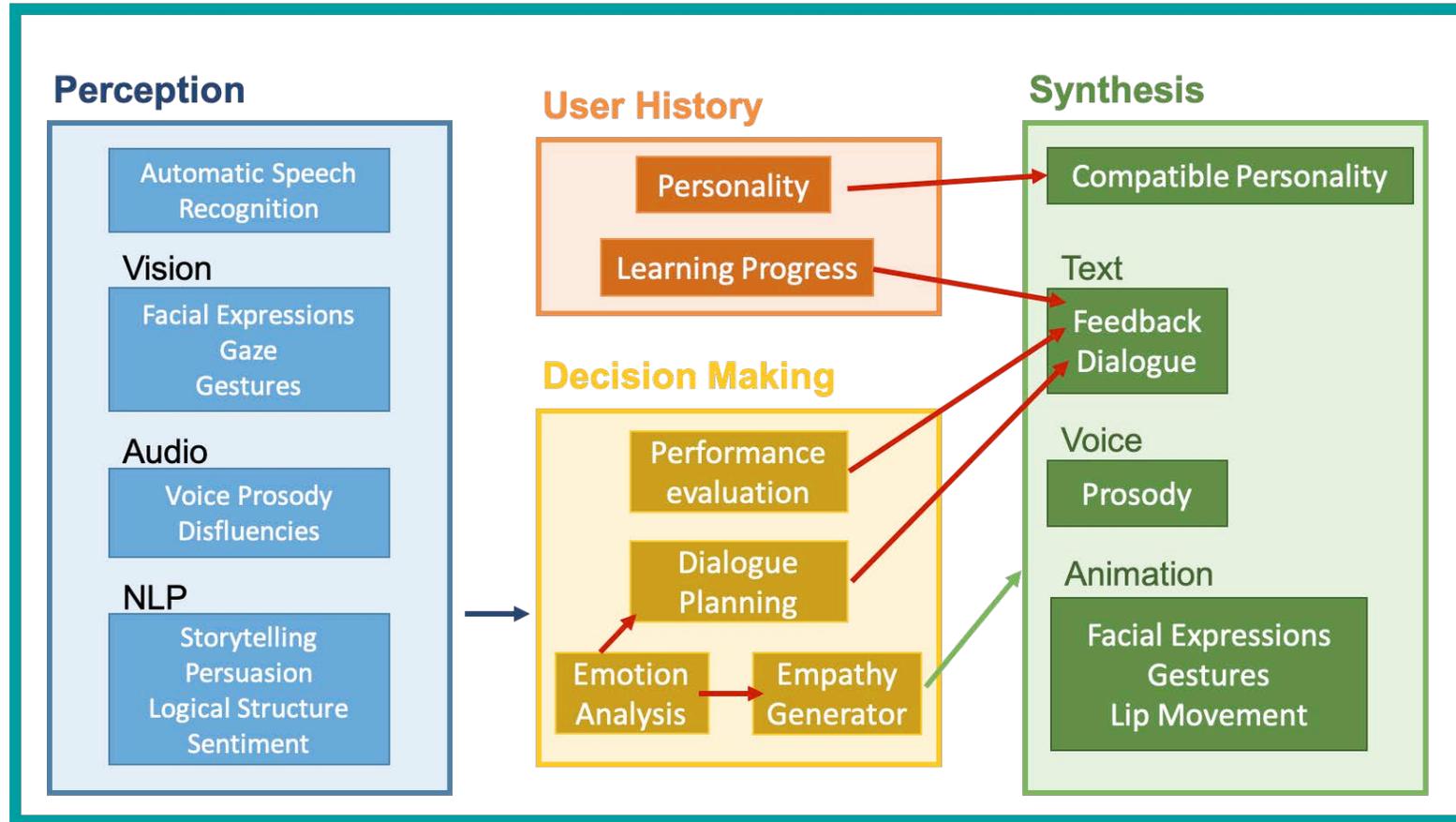


User speaks into the camera

TalkMeUp AI components analyze the user's performance against a matching rubric

User gets instant feedback on both delivery and content

MEVA System – Multimodal Empathetic Virtual Agent



US Patent pending, PCT

- Highly customizable
- Cutting edge algorithms
- Academic papers published in top international journals and conferences, such as IEEE.

TalkMeUp is the **Future** of Training

Our users improved their skills by **16%** after **4 attempts** of practice, and **5x** better long-term improvement!



Customizable



Real time



Measurable



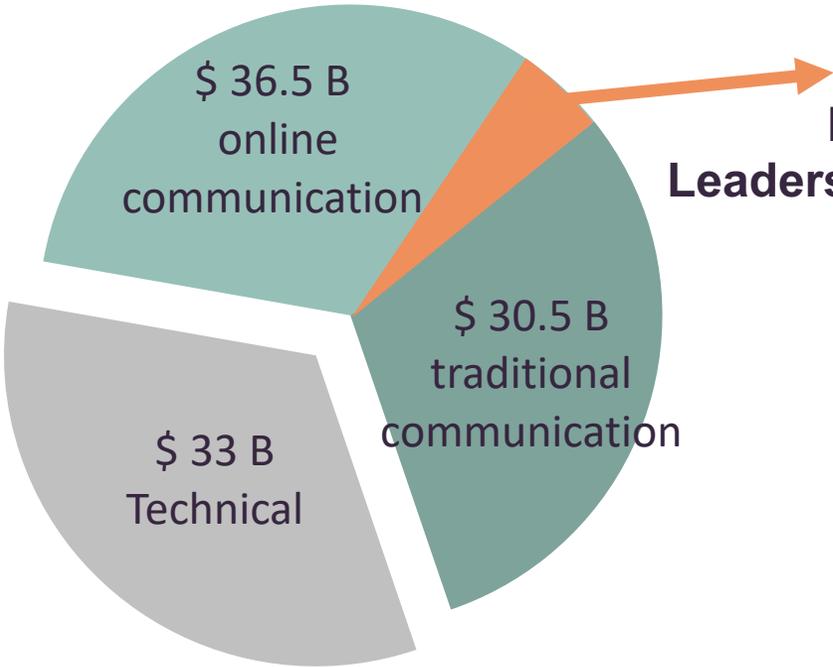
Efficient

Initially Targeting the **Corporate Training** Market

US **\$100 B**

Global **\$350 B**

10% ~ 40% YOY



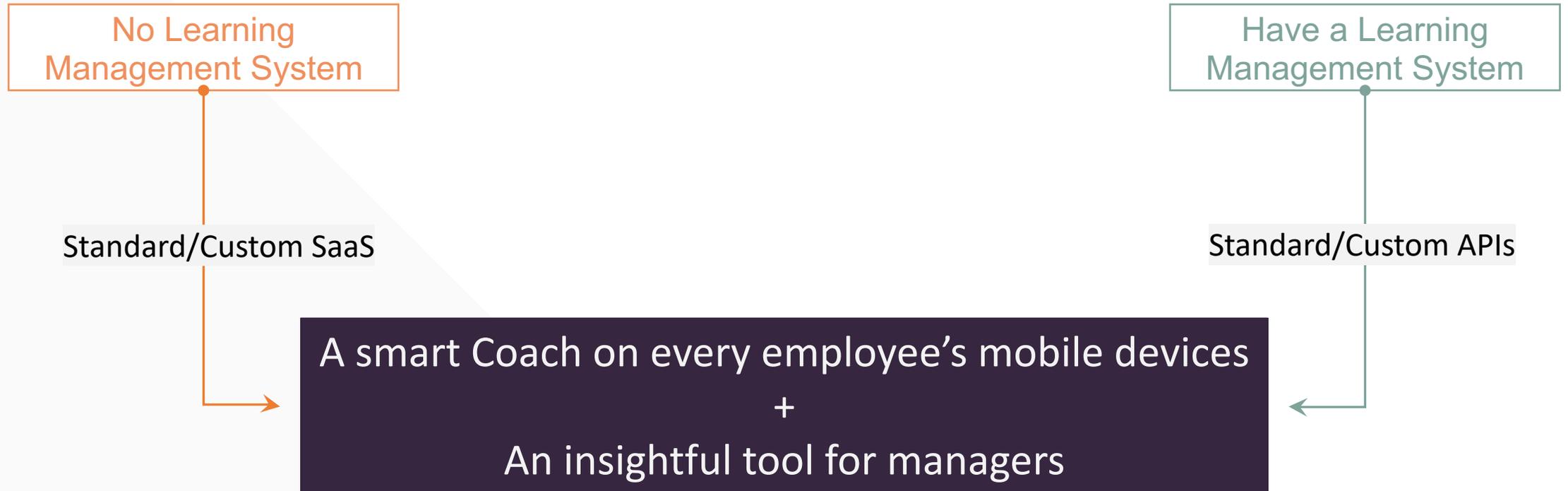
\$3.3B

Initial addressable segment:
Leadership, customer service and sales
in the US

Initial Customers

- Software
- Education/Training
- Non-profit

Easy to Adopt TalkMeUp



Our Customers and Use Cases

“

TalkMeUp is a great tool because it gives timely and objective feedback...using the app has been easy, engaging, and natural.



Raeann Olander

Director of Employer Engagement | Goodwill

SaaS & AI API licensing

Sales

Customer Service

Job Interview

Education



THE FORBES FUNDS

Carnegie
Mellon
University



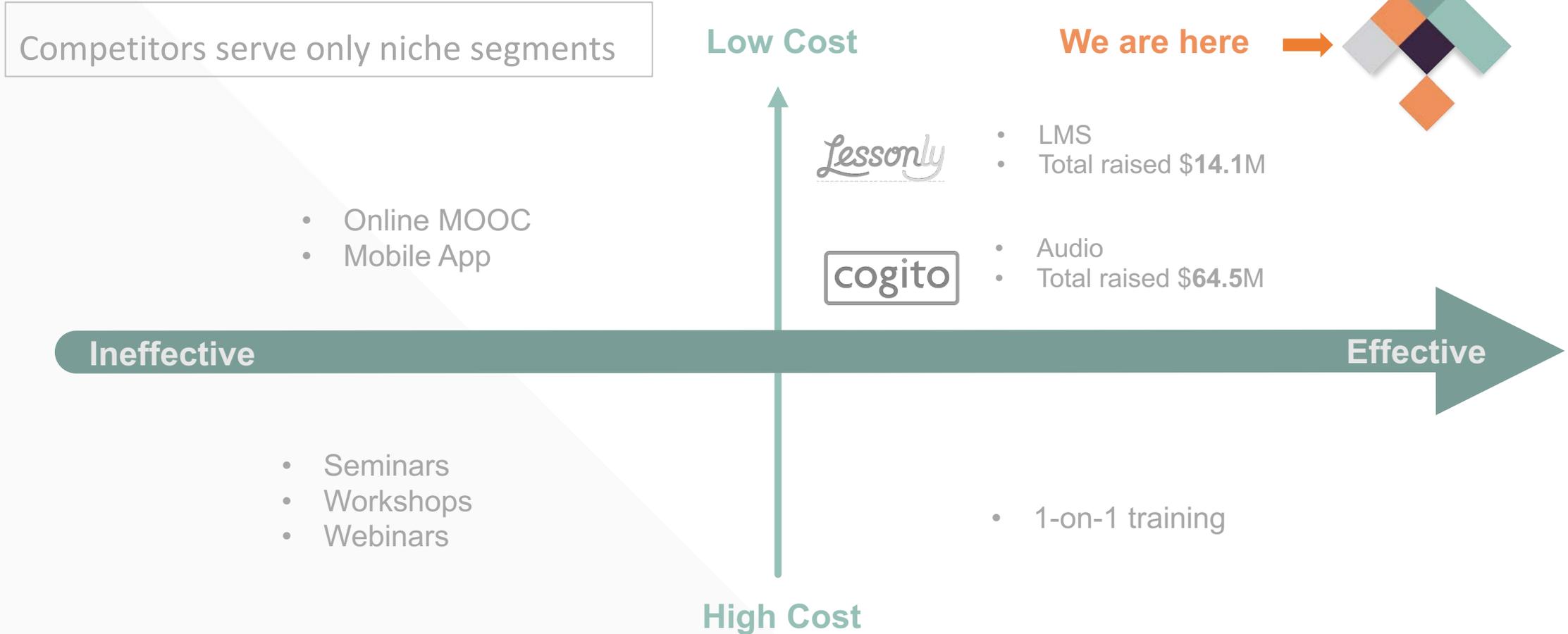
Berkeley
UNIVERSITY OF CALIFORNIA

digitalCHALK

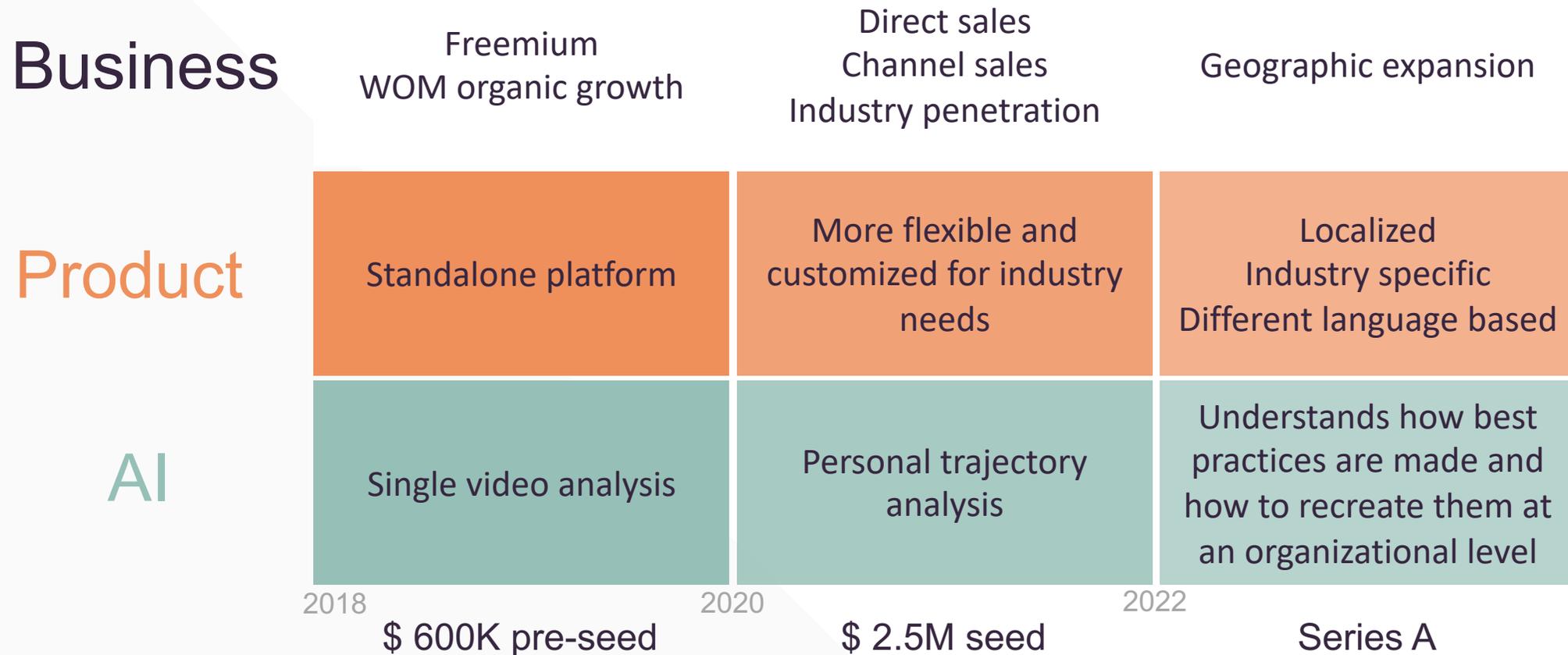
DDI

校管家

Better, Cheaper, More Scalable



Scalable AI Framework, Product and Business Model



Founding Team from CMU and Stanford



JJ Xu
CEO

MBA, MSc in EECS
2018 CMU entrepreneur of the year
Serial Entrepreneur
Region sales manager at Huawei



Carla Viegas
CTO

PhD in AI
NLP and CV
Specialized in Emotion Analysis



Yi Xu
VP of Engineering

MSc in CS, and Information System
R&D Manager at HP
Tech Consultant at PwC



Albert Topdjian
CDO

Serial entrepreneur in Edtech
Lead Designer



Daniel Limon
VP of Business Development

MA in Public Policy
Serial entrepreneur
former VC investment manager
TechCrunch Contributor

Carnegie
Mellon
University



Stanford
University

An Experienced and Successful Board of Advisors



Ron Placone
Advisor

Prof of Business Communications at
Carnegie Mellon University
Faculty Lead of Accelerate Leadership Center

Communication Coaching



Bruce Gebhardt
Advisor

MD of Bank of America
MD of Merrill Lynch
VP of JP Morgan

Business Development

CTO of Premier
CTO of CECity
General Partner of 412 Venture Fund

Technical Development



Andrew Rabin
Advisor

Achievements as of Today



CMU McGinnis Venture Competition 2018



CMU “Entrepreneur of the Year” 2018



UpPrize Social Impact Great Solution 2018



CMU IEA New Venture Competition 2019



Duquesne New Venture Competition 2020



US Patent Pending, multiple papers published



TALKMEUP

Star Performance for Everyone

info@talkmeup.co

Appendix

AI report metrics

Category	Metric	Output
Passion	enthusiasm	Both scoring standards and feedback can be easily customized based on different industry/company needs
	facial	
	confidence	
	eye	
Engagement	filler	
	pace	
	articulation	
	flow	
Content	Quantitative Support	
	Storytelling	
	Logical Structure	
	Tone	

Appendix

Pricing

	Basic	Standard	Premium	Custom <small>Including API integration</small>
Price /month/seat	free	\$29	\$49	Deal based
Lessons Number of accessible lessons	4 lessons on Job Interview	20 lessons on Job Interview & Presentation	unlimited	custom
Instant AI Report Access to your feedback for every quiz	✓	✓	✓	custom
Personal Dashboard Analysis of your performance over time		✓	✓	custom
Team Management Organize your team members effectively			✓	custom
Team Dashboard In-depth analysis of team's performance			✓	custom

Appendix

Cost Estimation for Company X (example)

15 custom lessons
1750 employees

Average per employee per year: **\$94**

Phase	Item	Price	Scope of Use	Duration
Pilot		\$5,000	test group of 10-20 ppl	3-4 weeks
Production	lesson dev	\$40,000	all 15 lessons	-
	annual subscription	\$120,000		1 year
Total		\$165,000		

Annual subscription includes:

- Access to all **up-to-date** new features of TalkMeUp system and AI functionalities
- On-demand intuitive training experience for **everyone**
- **Real time** analysis on both **individual** and **team** level, aligning everybody's performance with the best employees'
- **No hassle** or hidden costs to analyze training ROI
- **Agile support** from team TalkMeUp to make sure your PSE's are trained the way you expect

Appendix

Comparison

	TalkMeUp	Marketing Companies	Training Consulting Firms/Individuals
Custom Video Tutorials	\$3,000 per lesson	>\$10,000 per lesson (\$3,000 to \$50,000 per minute)	
Highly customized quiz content	free		
Instant feedback	\$ 50 per person per year		\$ 300 - \$ 2000 per hour
Personalized experience			limited unless 1-on-1
Unlimited time to practice			
in-depth analysis			takes time, money and not quantifiable
team management			
Hidden cost	0	offline training logistics including planning, management, evaluation etc. Assuming 2 employees' salary cost of \$100,000 each	paid training sessions (employee salary) travelling logistics space etc.
avrg. annual cost per employee	\$94	> \$200	>\$1200, assuming only 2 workshop a year

Appendix

Market Sizing

	2015 Revenue by segment	2015 Spending per company (in 000s)	Number Businesses in US	Market Size (in millions)	Business Coaching Penetration	Business Coaching Market Size	Online %	Online Market Size
Small Companies (100 - 999 employees)	30%	\$350.30	98,443	\$34,484.58	40%	\$13,793.83	30%	\$4,138.15
Midsize Companies (1,000 - 9,999)	41%	\$1,400.00	25,094	\$35,131.60	75%	\$26,348.70	50%	\$13,174.35
Large Companies (10,000+)	29%	\$12,900.00	2,241	\$28,908.90	95%	\$27,463.46	70%	\$19,224.42
			125778	\$98,525.08		\$67,605.99		\$36,536.92

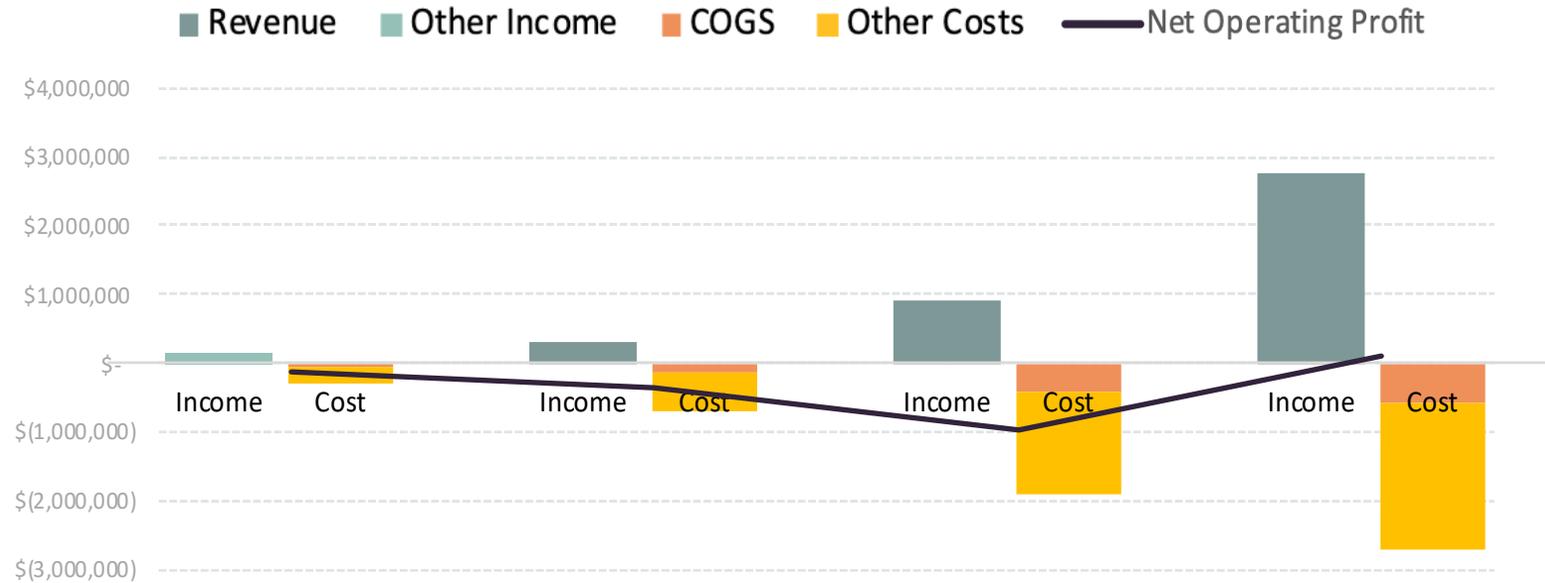
Sources:

<https://trainingmag.com/trgmag-article/2015-training-industry-report>

<https://www.census.gov/econ/esp/2012/esp2012.html>

Appendix

Financials



	2019	2020	2021	2022
# of Small-sized customers	1	4	19	75
# of Medium-sized customers	1	4	15	43
# of Large-sized customers	0	2	6	16
Annual Revenue	\$ 2,200	\$ 297,562	\$ 914,676	\$ 2,775,270
Annual Income	\$ 157,200	\$ 297,562	\$ 914,676	\$ 2,775,270
COGS	\$ (58,795)	\$ (146,988)	\$ (396,276)	\$ (565,470)
Other Annual Costs	\$ (235,181)	\$ (549,180)	\$ (1,496,000)	\$ (2,145,200)
Total Costs	\$ (293,976)	\$ (696,168)	\$ (1,892,276)	\$ (2,710,670)
Net Operating Profit	\$ (136,776)	\$ (398,606)	\$ (977,600)	\$ 64,600

Appendix

Cost Breakdown

Category	Sub-cost	2020				2021				2022			
		Qty.	Average Unit Cost (\$/quarter)	Period (quarter)	Total	Qty.	Unit Cost (\$/quarter)	Period (quarter)	Total	Qty.	Unit Cost (\$/quarter)	Period (quarter)	Total
AI	AI Engineers	1.1	\$ 30,000	4	\$ 135,000	2.5	\$ 30,000	4	\$ 300,000	3.8	\$ 30,000	4	\$ 450,000
Product	Front-end Programmer	0.9	\$ 22,500	4	\$ 78,750	3.3	\$ 22,500	4	\$ 292,500	4.8	\$ 22,500	4	\$ 427,500
	Back-end Programmer	1.4	\$ 25,000	4	\$ 137,500	3.5	\$ 25,000	4	\$ 350,000	5.0	\$ 25,000	4	\$ 500,000
	UX Designer	0.8	\$ 21,250	4	\$ 63,750	1.5	\$ 21,250	4	\$ 127,500	2.0	\$ 21,250	4	\$ 170,000
	AWS Service	1	\$ 4,572	4	\$ 18,288	1	\$ 9,144	4	\$ 36,576	1	\$ 11,430	4	\$ 45,720
Sales, Marketing, & Operations	Business Dev/Sales Managers	1.5	\$ 25,000	4	\$ 150,000	4.25	\$ 25,000	4	\$ 425,000	5.75	\$ 25,000	4	\$ 575,000
	Operations Persons	0.25	\$ 20,000	4	\$ 20,000	1.75	\$ 20,000	4	\$ 140,000	3	\$ 20,000	4	\$ 240,000
	Marketing Expenses (variable)	1	\$ 3,000	4	\$ 12,000	1	\$ 5,000	4	\$ 20,000	1	\$ 7,000	4	\$ 28,000
	Travel & Accomodation	1	\$ 2,000	4	\$ 8,000	1	\$ 2,750	4	\$ 11,000	1	\$ 3,000	4	\$ 12,000
Business Operations	Office rental	1	\$ 2,500	4	\$ 10,000	1	\$ 5,000	4	\$ 20,000	1	\$ 5,000	4	\$ 20,000
	Overhead (utilities)	1	\$ 600	4	\$ 2,400	1	\$ 1,000	4	\$ 4,000	1	\$ 1,000	4	\$ 4,000
	Business Insurance	1	\$ 495	4	\$ 1,980	1	\$ 550	4	\$ 2,200	1	\$ 550	4	\$ 2,200
	Payroll Tax	1	\$ 14,625	4	\$ 58,500	1	\$ 40,875	4	\$ 163,500	1	\$ 59,063	4	\$ 236,250
Total Costs					\$ 696,168				\$ 1,892,276				\$ 2,710,670

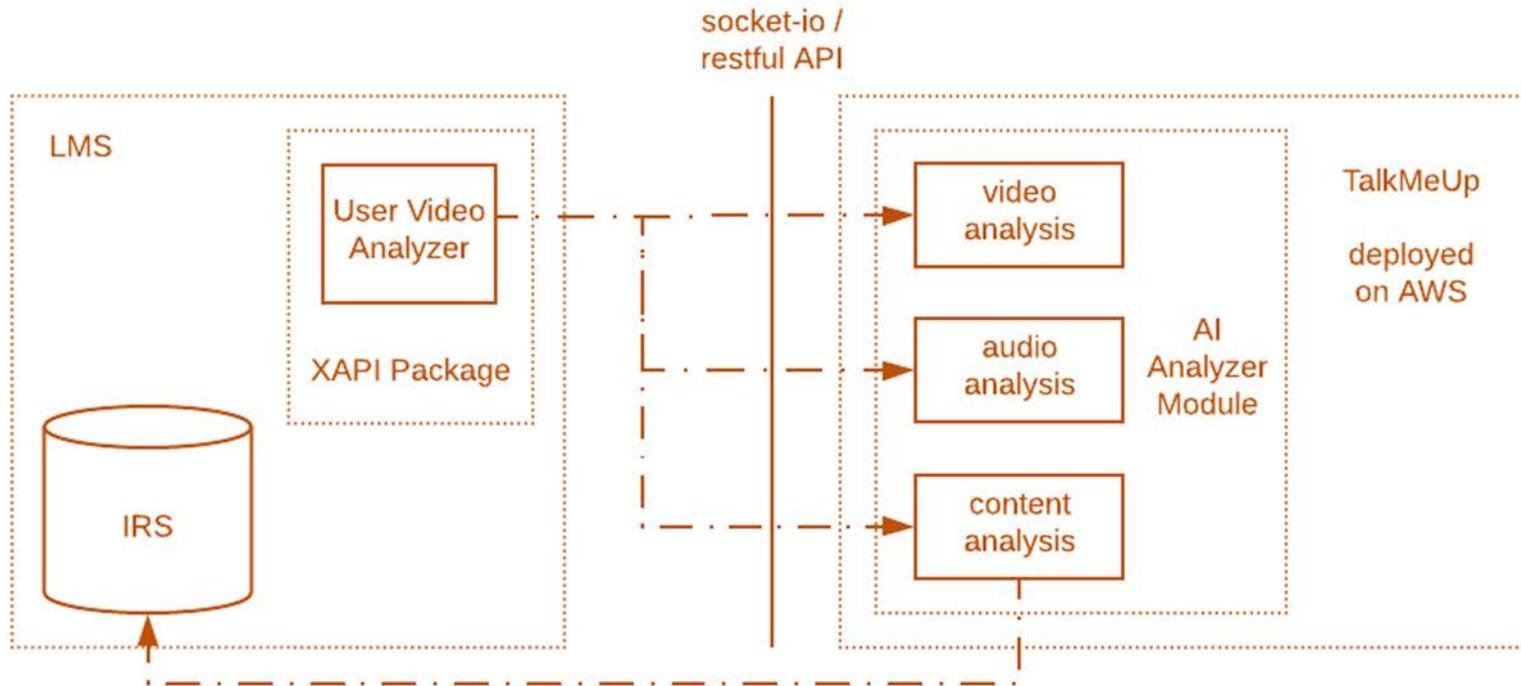
Appendix

Sales pipeline Overview

Lead	Industry	Deal Size	Status	Sum	Note
DDI	Corp. Training	\$7,000	sales		to be upsold to DDI's broader customer base
The Forbes Funds	Nonprofit	\$52,000	sales		to be upsold to TFF's partners
Carnegie Mellon University	Education	\$2,200	sales		
Agora Cyber School	Education	\$6,470	sales		to be upsold to the cyber school network
BluePrint	Education	\$3,000	sales		to be upsold to their annual programs
CompleteCSM	Corporate Traini	\$1,500	sales		this is basic subscription, additional charges apply monthly
UC Berkeley	Education	\$500	sales		
Total Sales (contract signed)				\$72,670	
Trybe AI	Corp. Training	\$12,000	LOI		
Riskalyze	Corp. Training	\$17,000	proposal		
Digital Chalk	Corp. Training	\$5,000	LOI		this is an OEM deal. Deal size is an estimate
De Vry University	Education	\$5,000	proposal		
HongKong University	Education	\$2,000	proposal		
校管家	Education	TBD	LOI		this is a rev split channel deal
CEIBS eLab	Education	\$5,000	LOI		
Element Analytics	Corp. Training	\$10,000	proposal		
Lowe's	Retail	\$125,000	proposal		likely to be deferred to next year
Yale and Chicago Booth research project	Education	\$50,000	proposal		
Total Proposal (preliminary agreement)				\$231,000	
The World Bank	Corp. Training	TBD	active lead		
Pinnacle Performance Company	Corp. Training	TBD	active lead		
Knowledge Anywehre	Corp. Training				
Learning Technologies Group	Corp. Training	TBD	active lead		
AWS EdStart program	Education	\$50,000	active lead		
CEIBS career center	Education	\$30,000	active lead		
Hogan Assessment	Corp. Training	TBD	active lead		this is a rev split channel deal
Merck China	Corp. Training	TBD	active lead		
Micron China	Corp. Training	TBD	active lead		
UNC B-School (Innovate Carolina)	Education	\$5,000	active lead		
The Ariel Group	Corp. Training	TBD	active lead		
Stanford Golub HAI	nonprofit	TBD	active lead		this is a TalkMeUp - Stanford - nonprofit partnership sponsored by foundations
Total Top Active Leads (to be signed)				\$100,000	(this is an estimate)
Sales Pipeline (as of Aug 10, 2020) Total Sum				\$403,670	(this is an estimate)

Appendix

How TalkMeUp API Makes Your LMS a **Smart Coaching System**



- OOTB xAPI package has video recording/streaming function integrated for LMS
- Scenario based AI rubrics are highly customizable to adapt to different course content
- The video analyzer communicates with our open APIs through socket-io/RESTful webservice
- User activity data is sent back to LMS IRS