

⚡ AI-Powered Sales Training

# AIDI

## AI Sales Training Simulator

Practice with realistic AI customers. Close more deals.



AI Role-Play



Real-Time Coaching



Performance Scoring

Built by **ERARTA AI**

# The Problem



## Expensive Training

Traditional sales training costs \$1,500+ per rep, with inconsistent quality and no way to practice repeatedly.



## No Practice Environment

Sales reps learn theory but have no safe space to practice objection handling before real calls.



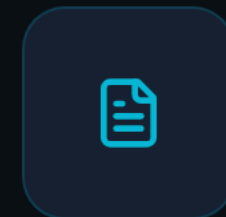
## Delayed Feedback

Managers can only review after deals are lost. Real-time coaching during practice doesn't exist.

*Sales teams need a better way to train. Practice makes perfect — but where do you practice?*

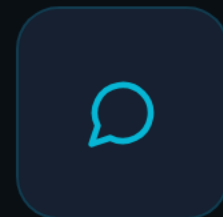
# The Solution

Practice with realistic AI customers. **Get coached in real-time.**



**Scenario**

Choose situation



**Conversation**

Talk to AI customer



**Coaching**

Real-time tips

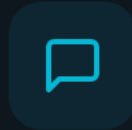


**Score**

Performance review

**Train smarter. Close faster.**

# Product



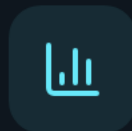
## AI Role-Play Conversations

Realistic AI customers with different personalities, objections, and buying signals



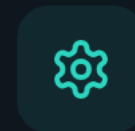
## Objection Handling

Practice handling the toughest objections in a safe environment



## Performance Scoring

Detailed analytics on tone, technique, closing ability, and improvement areas



## Custom Scenarios

Create scenarios matching your product, market, and typical customer profiles

# Market Opportunity

**\$4.6B**

Sales Training Market

**15%**

Annual Growth (CAGR)

**14M+**

Sales Reps in the US

AI-powered training is the fastest-growing segment in corporate L&D

# Business Model

**Per-Seat**

**\$49** /mo per seat

For individual reps and small teams

- ✓ Unlimited AI role-plays
- ✓ Performance scoring
- ✓ Basic analytics
- ✓ 5 custom scenarios

**POPULAR**

**Enterprise**

**\$199** /mo per seat

For large sales organizations

- ✓ Everything in Per-Seat
- ✓ Team analytics dashboard
- ✓ Unlimited custom scenarios
- ✓ CRM integration
- ✓ Dedicated success manager

**API Licensing**

**Custom**

Embed AIDI in your platform

- ✓ Full API access
- ✓ White-label option
- ✓ Custom AI personalities
- ✓ Usage-based pricing
- ✓ SLA guarantee

# Traction



**208+**

Beta Users



**4K+**

AI Conversations



**28%**

Avg. Improvement



**64%**

Monthly Retention

Beta launched **2025**

# Competitive Advantages



## Real-Time AI Coaching

Unlike traditional role-play with managers, AIDI provides instant feedback during the conversation



## Infinitely Scalable

Train 10 or 10,000 reps simultaneously without additional trainers



## Consistent Quality

Every practice session is high quality — no variability from trainer mood or availability



## Data-Driven Insights

Track improvement over time with detailed analytics that traditional training can't provide

# Team



**ERARTA AI**

AI Venture Studio

[erarta.ai](https://erarta.ai) 



**Founded by Evgeniy**

Building AI products that transform how people learn and work

AIDI

ZERO AI

REFLECTA

SOLARA

MODERA

# The Ask

Raising Seed Round

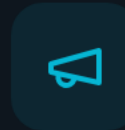
**\$1.5M**

## Use of Funds



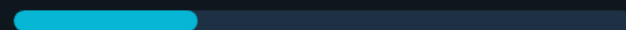
**Team (60%)**

Engineering, AI/ML, Sales



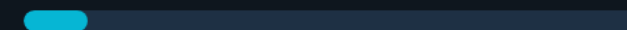
**Go-to-Market (30%)**

Sales, marketing, partnerships



**Operations (10%)**

Infrastructure, legal, admin



# Let's Talk



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Website



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**Ready to transform your sales training?**

Let's build the future of sales enablement together.

AIDI by ERARTA AI