

# Investor One-Pager

Measure, coach, and improve real-time conversation quality with Emotional Logic™.

We quantify alignment vs. friction, predict deal risk earlier, and guide reps toward behaviors that convert. Our engine detects soft-skill signals inside calls and translates them into leading indicators leaders can act on.

## Highlights

Why Now	Everyone records calls; almost no one measures <i>connection quality</i> . We close that gap with behavioral signals.
Edge	Proprietary Emotional Logic™ engine, reflex countdown, and soft-skill scoring mapped to revenue outcomes.
Early Signals	Beta live • interface built • KPI framework wired. ICP: CROs, Enablement, RevOps.

## Core KPIs (Beta)

KPI	Value
Time Above Baseline	12m 34s
Rare Moments / Hour	4
Green → Red Pivots	3
Latency to First Question	0:42

## Next Steps

Go-To-Market	<ul style="list-style-type: none"><li>• Pilot cohorts (10–50 seats)</li><li>• CS &amp; SE expansion</li><li>• Integrations: Gong &amp; Salesforce</li></ul>
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