



# Revolutionizing Workplace Communication & Culture Through the Power of Respect:

## Foundations for Ethical AI



Presentation by  
**Leah R. Kyaio**  
Co-Founder/ CEO

# Meet Sarah Everyone



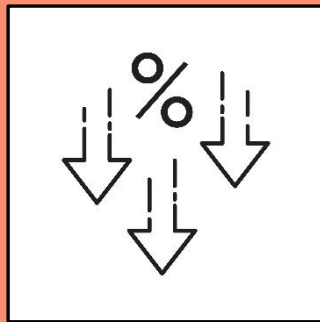
**Role:**  
**VP of Operations**

**Company:**  
**300-person consulting  
firm**



# The Problem & Why NOW

**Poor written communication costs US businesses  
\$1.2T (2022) annually and growing by 78% yearly**



**41% Decrease in  
productivity**



**\$223B Lost in  
Employee  
Turnover**



**\$300B lost  
in  
workplace  
stress**

# 72% Business leaders are looking for tools to improve communication.

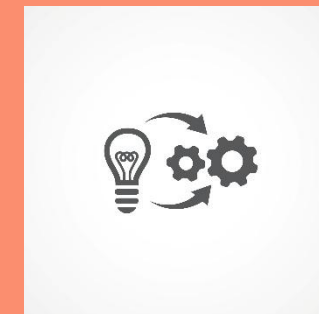
A scalable, intelligent communication AI gen platform that can analyze written text in real-time and offer solutions for a **\$1.6T** gain annually



**52% Increase  
of Efficiency  
Gains**



**38% in  
Cost  
Savings**



**43% Faster  
Innovations**

Send



# Sarah's Solution

To

Bcc

Cc

Add a subject

Draft saved at 5:23 PM

I took a quick look at the process and I'm not sure we can move forward with it as is. Didn't we talk about changing the third and fourth paragraph? Maybe I dreamt that. I would need to go back through my notes but this will need a heavy rework before we can do anything with it. Either you sent the wrong document or we aren't on the same page. Let's talk about it at 3



Respexfully,



Send



# Sarah's Solution

To \_\_\_\_\_ Bcc

Cc \_\_\_\_\_

Add a subject Draft saved at 5:23 PM

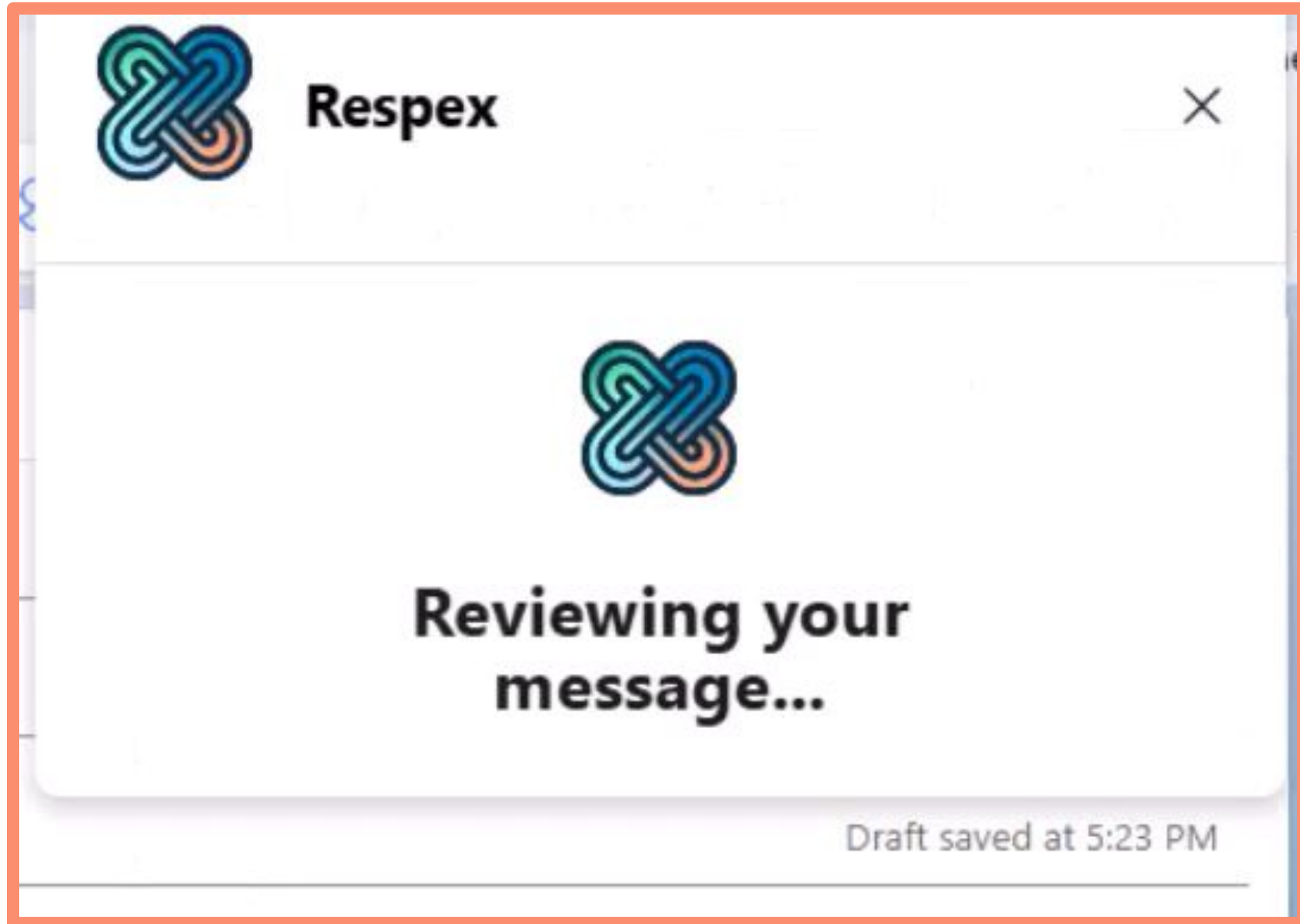
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Respexfully,



# Sarah's Solution



# Sarah's Solution

**To** \_\_\_\_\_ **Bcc**

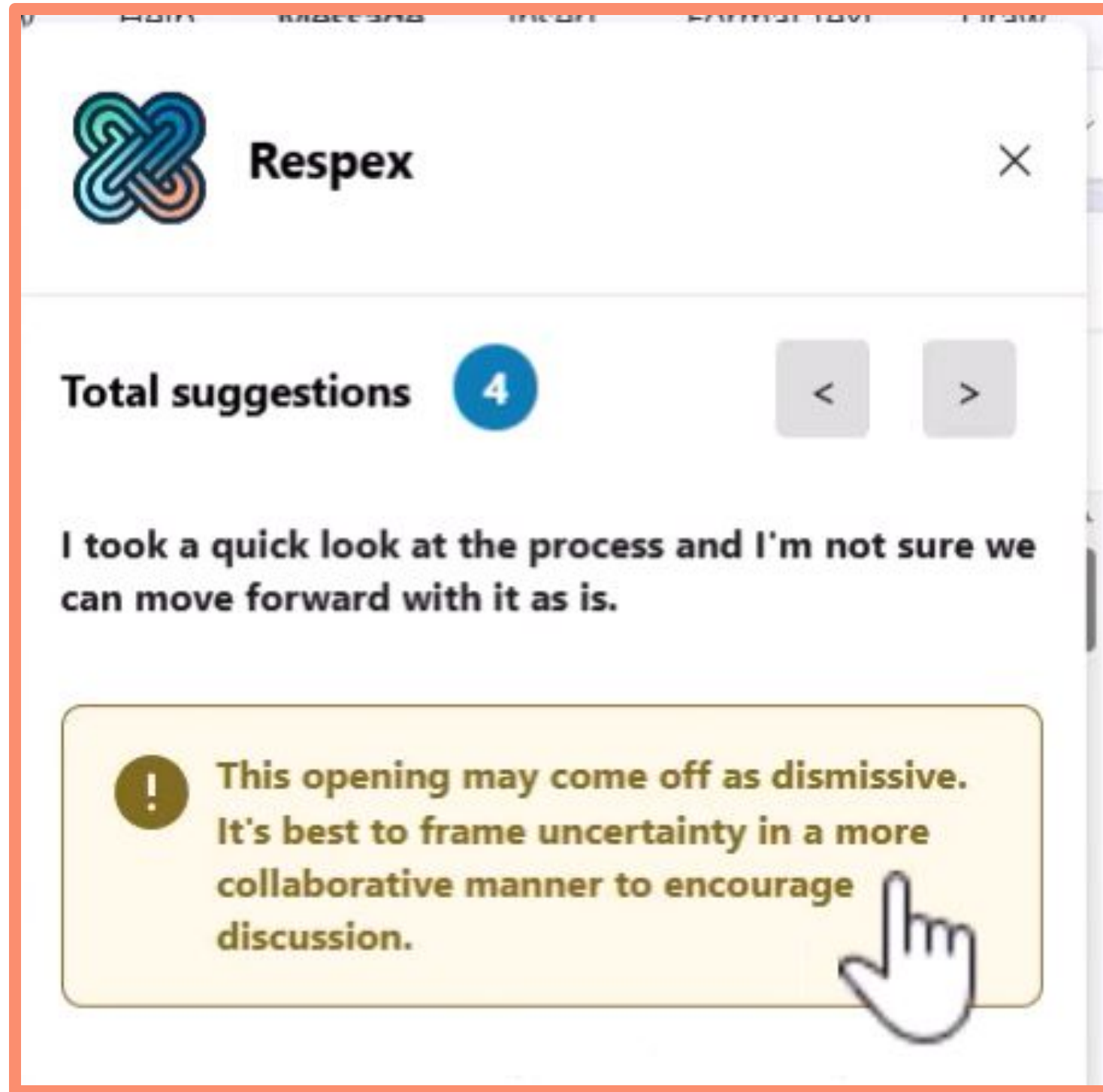
**Cc** \_\_\_\_\_

Add a subject Draft saved at 5:23 PM

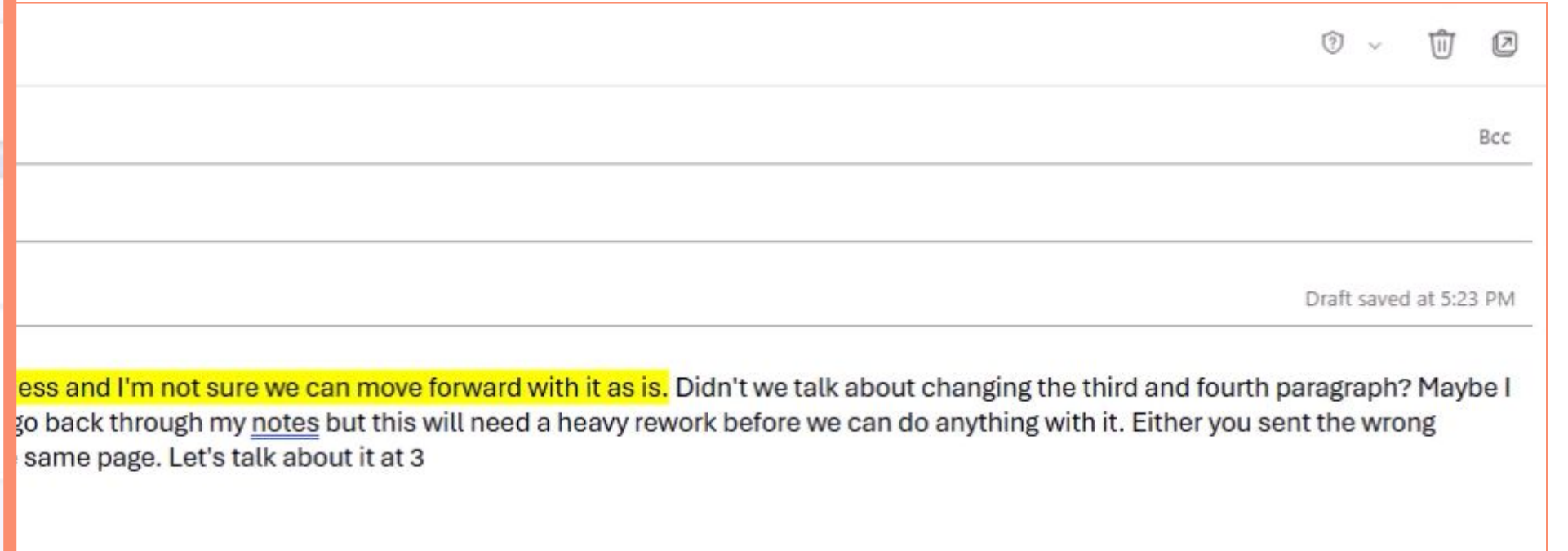
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Respexfully,

# Sarah's Solution



The screenshot shows a Respex interface. At the top left is the Respex logo, a stylized knot in blue and orange, followed by the text "Respex". To the right of the logo is a close button (X). Below the logo, it says "Total suggestions" followed by a blue circle containing the number "4". There are left and right navigation arrows. The main text of the draft reads: "I took a quick look at the process and I'm not sure we can move forward with it as is." Below this is a yellow callout box with a warning icon (exclamation mark in a circle) and the text: "This opening may come off as dismissive. It's best to frame uncertainty in a more collaborative manner to encourage discussion." A hand cursor is pointing at the bottom right of the callout box.



The screenshot shows an email draft interface. At the top right, there are icons for a shield, a trash can, and a refresh icon. Below these is the text "Bcc". Further down, it says "Draft saved at 5:23 PM". The main body of the email contains the text: "ess and I'm not sure we can move forward with it as is. Didn't we talk about changing the third and fourth paragraph? Maybe I go back through my notes but this will need a heavy rework before we can do anything with it. Either you sent the wrong same page. Let's talk about it at 3". The sentence "ess and I'm not sure we can move forward with it as is." is highlighted in yellow.

# Sarah's Solution

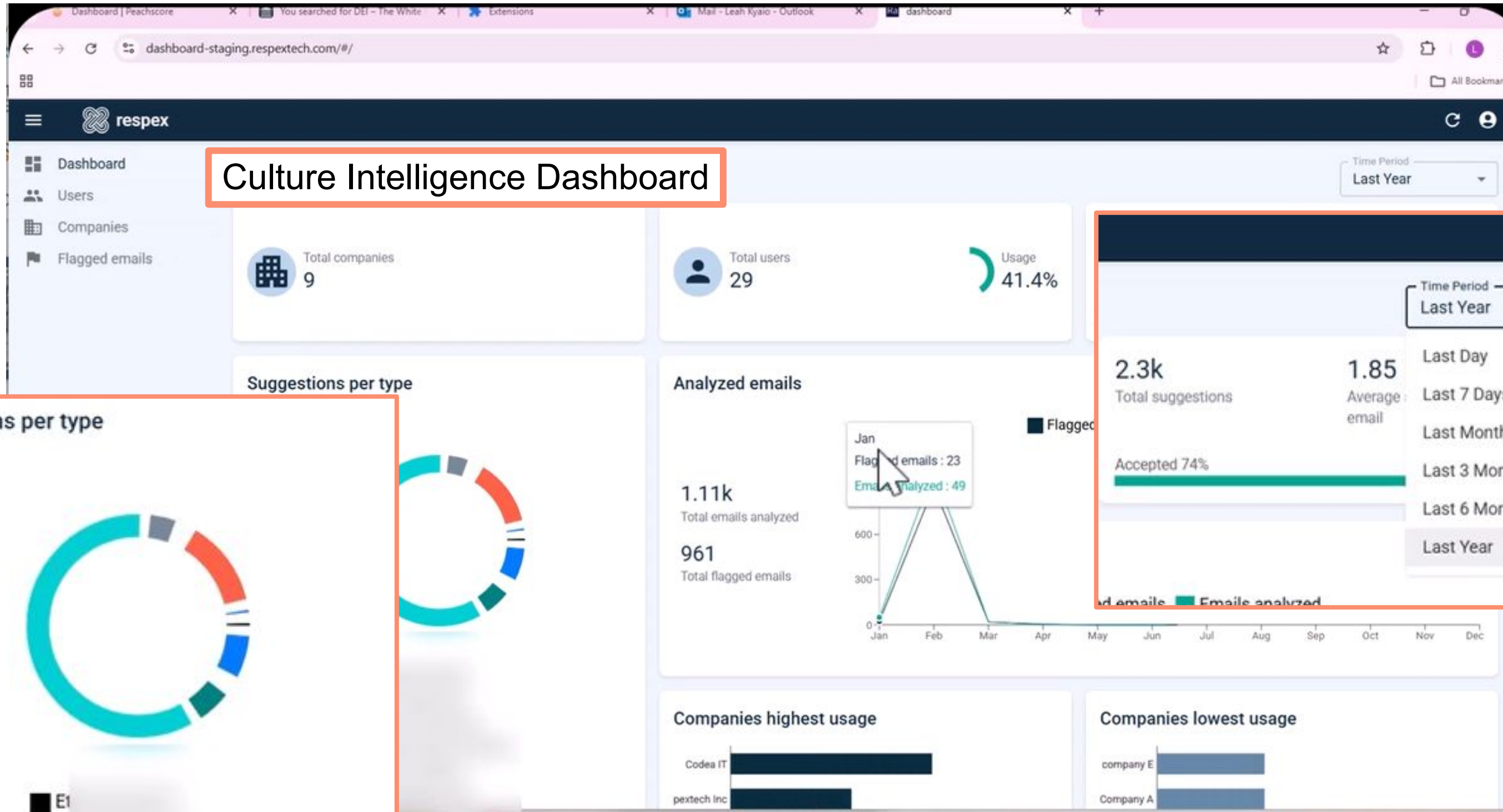
The image shows a screenshot of an email draft editor. At the top, there is a 'Send' button and a 'Draft saved at 5:23 PM' notification. The email body contains a highlighted sentence: "I'm not sure we can move forward with it as is. Didn't we talk about changing the third and fourth paragraph? Maybe I should refer to my notes but this will need a heavy rework before we can do anything with it. Either you sent the wrong document or we should talk about it at 3". Below this, a modal window is open, titled "Try changing it for:". The modal contains a light blue box with the text: "I took a quick look at the process and it seems there are some concerns regarding moving forward as it is." Below this box are two buttons: "REPLACE" (with a checkmark icon) and "DISCARD". A hand cursor is pointing at the "REPLACE" button. The Atlassian logo is visible in the bottom left corner of the modal.

**Try changing it for:**

I took a quick look at the process and it seems there are some concerns regarding moving forward as it is.

From: [redacted] | Atlassian

# Sarah's Solution



Culture Intelligence Dashboard

Time Period: Last Year

- Last Day
- Last 7 Days
- Last Month
- Last 3 Months
- Last 6 Months
- Last Year

2.3k Total suggestions

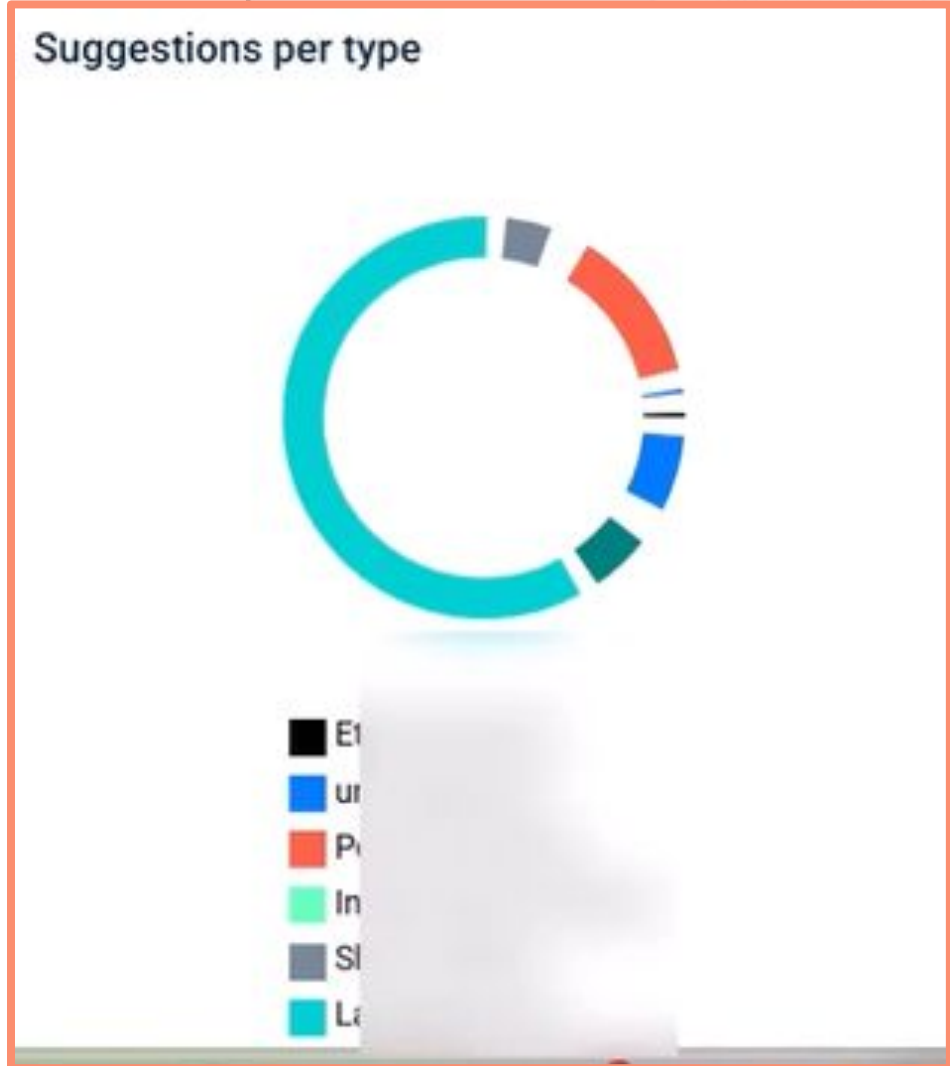
1.85 Average per email

Accepted 74%

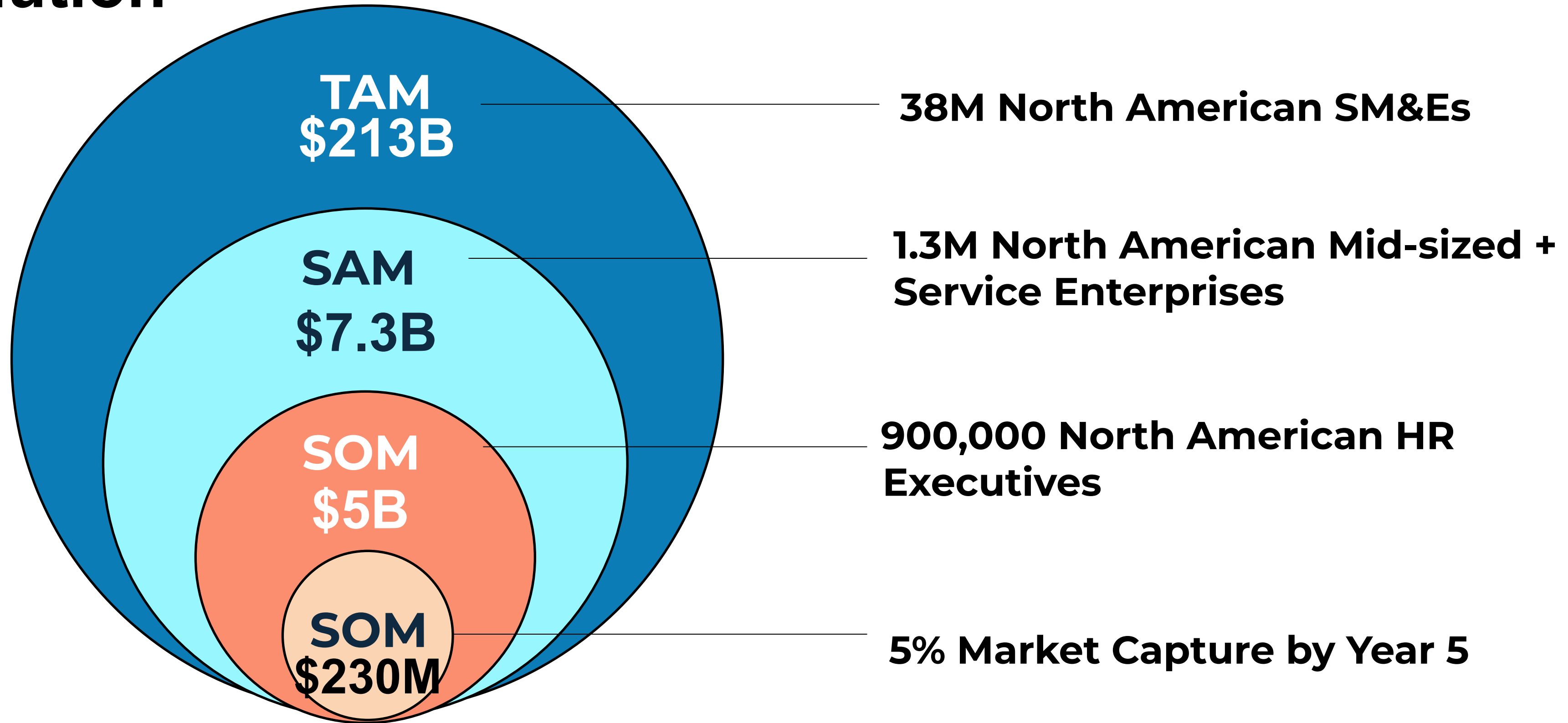
Jan: Flagged emails: 23, Emails analyzed: 49

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Flagged emails, Emails analyzed



# Market Realities: 900,000 Sarahs Need This Solution



# Financial Story

## B2B Annual Subscription Model

(based on # of employees)

## From Sarah's \$10K to \$104M by Year 5



New Clients	850	3,000	7,000	12,000	19,000
ARR 75%	\$0	\$3.3M	\$11.1M	\$28M	\$49.1M

AAGR 271%

CAGR 179.4%

**Aggregate Revenue: \$230M by Year 5**

# Go to Market & Traction

## 70 Companies Like Sarah's Ready to Pay

**Extensive Customer Discovery Interview and process yielded**

- 70 LOIs from those individuals ready to pay to beta.
- Expect close to 250 LOIs from clients by the time beta is complete
- Marketing Research found the tool to be identified as “much needed yesterday” with HR execs and consultants ready and waiting.

### Activities

- Aggressive Early Adopter Program
- Website
- HR Consultant Referral Partnerships already being set up
- Digital HR “Joint Ventures”
- Conferences
- Investor Marketing Partnerships

# The Team Solving Sarah's Problem at Scale



**Jason Doudt**  
**CRO / CO-FOUNDER**

- Revenue and Sales expert.
- \$23.6M in revenue and sales
- Extensive business development and customer account management expertise.



**Patch Kyaio**  
**CTO / CO-FOUNDER**

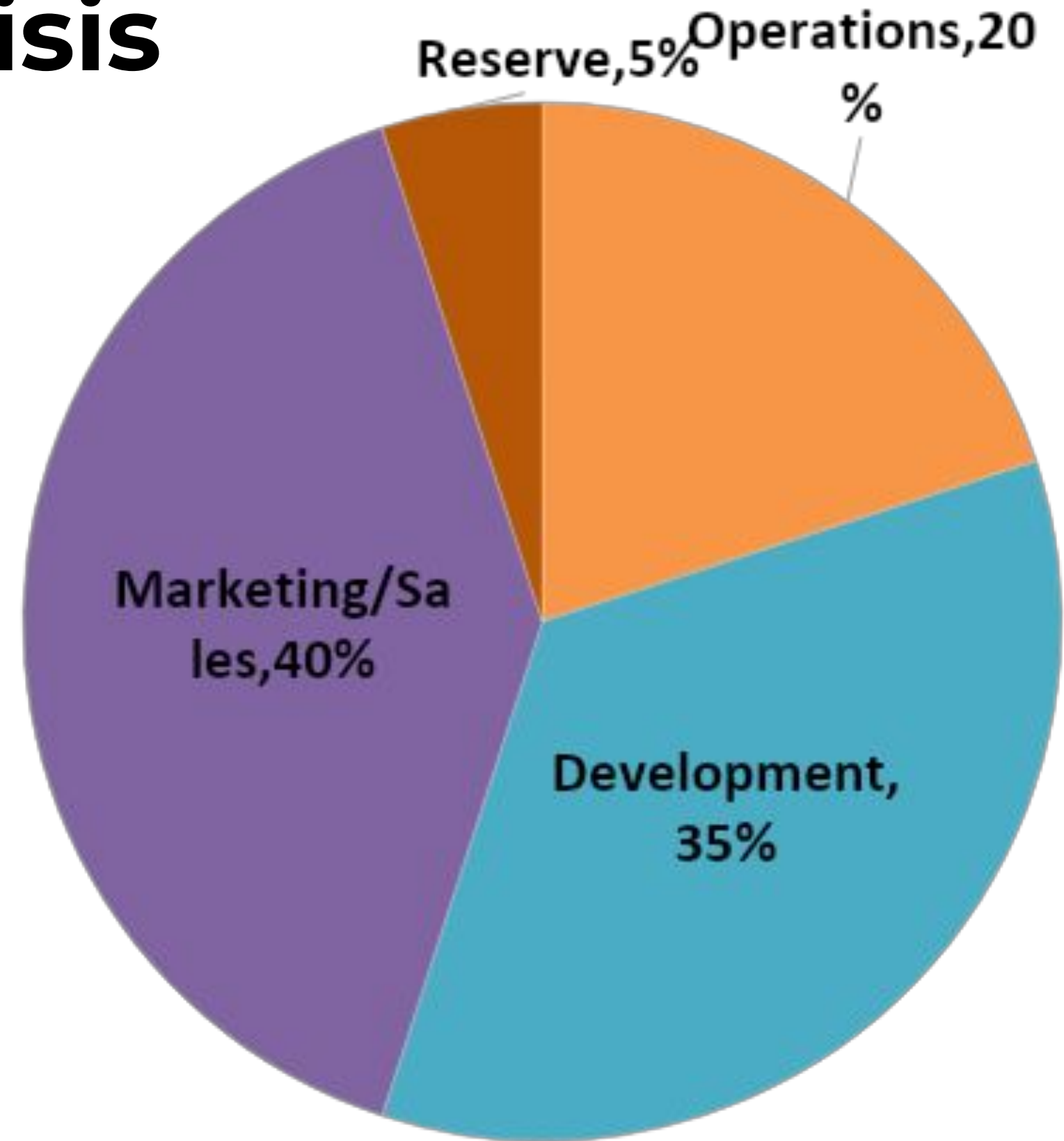
- 10+ years in Music Tech
- 15 years as a web developer
- 2 years in FinTech

# \$1.2M to Solve Every Sarah's Communication Crisis

**Seed**  
**For 18-month runway**  
**Gets us from prototype to profit**

**\$185,000**

**Previously Raised via Friends, Family, & Founders**



**Looking for our lead investor**



**Thank you!**

**[www.respextech.com](http://www.respextech.com)**



**Leah R. Kyaio  
Co-Founder/ CEO  
540.679.6594**