

TRUE STORY

*For three months,
I couldn't start anything.*

A dozen ideas. Nothing shipped.

THEN

I started taking interviews.

Everyone had perfect recall.

afterwards.

I lost rooms I should have owned.

THEN IT HIT ME

*Every interview
is a sales call.*

And nobody had a tool in the room.



SUSSUR

A whisper, when it matters.

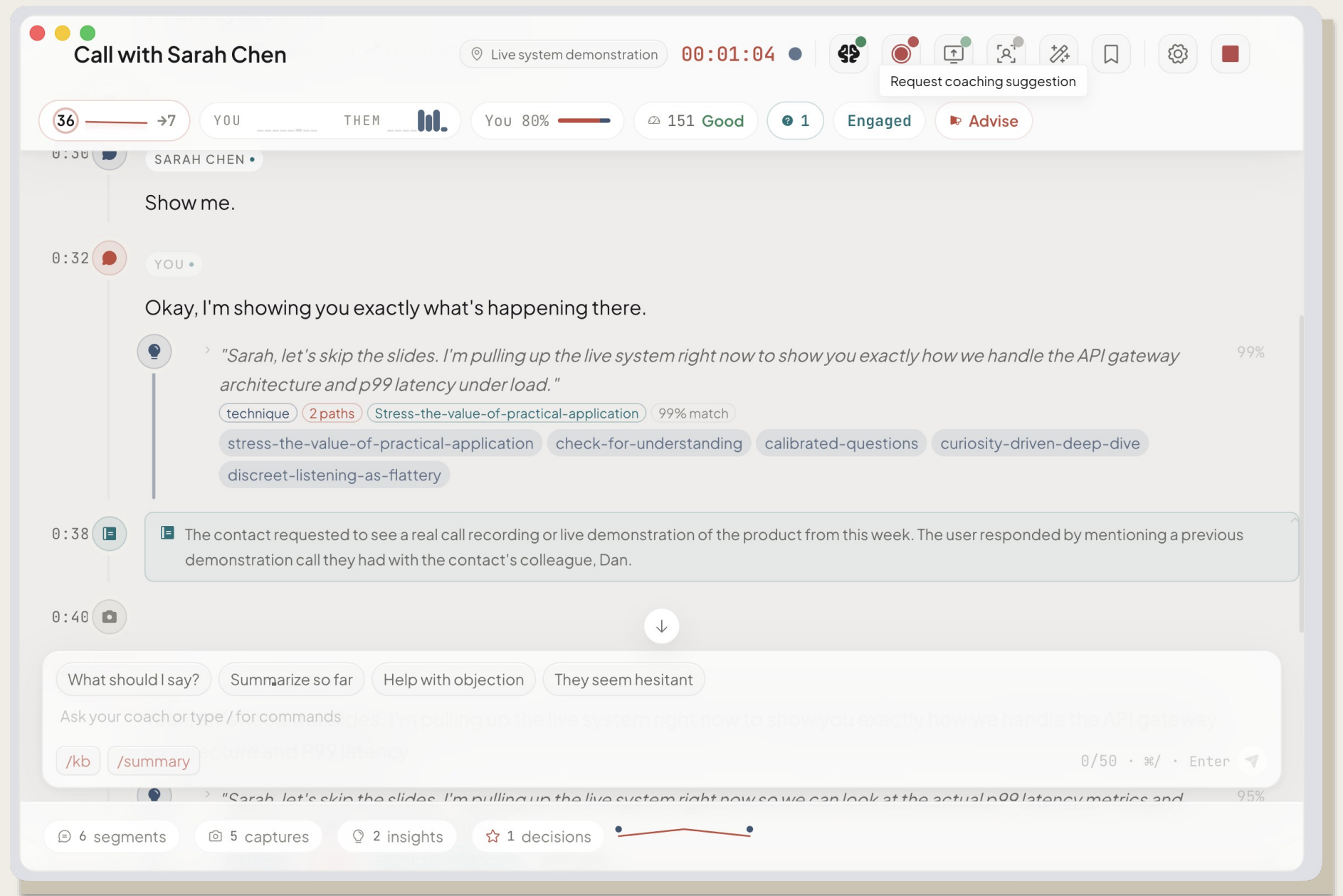
From Latin susurrus. The word sounds like what it means.

The tool for the speaker. Not the listener.

WHAT IT DOES

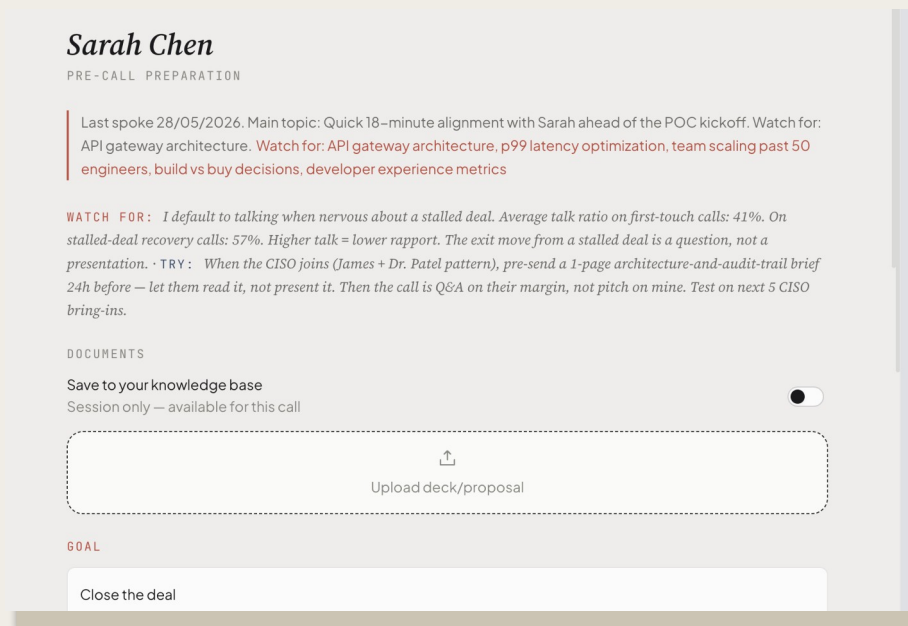
*I built the app
that listens to the call,
and coaches the rep
in real time.*

So they close more deals.



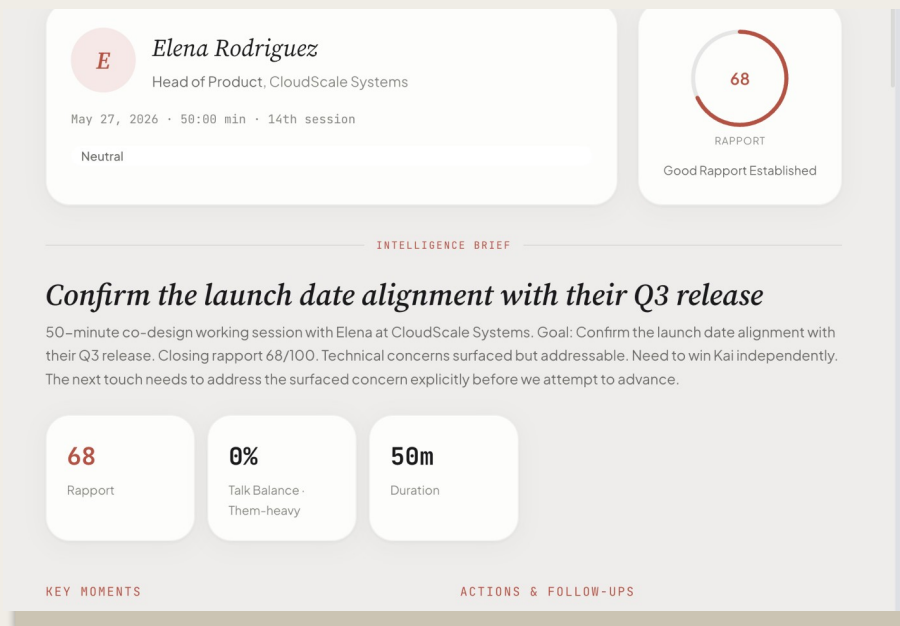
WHAT IT LOOKS LIKE

Before. After. Over time.



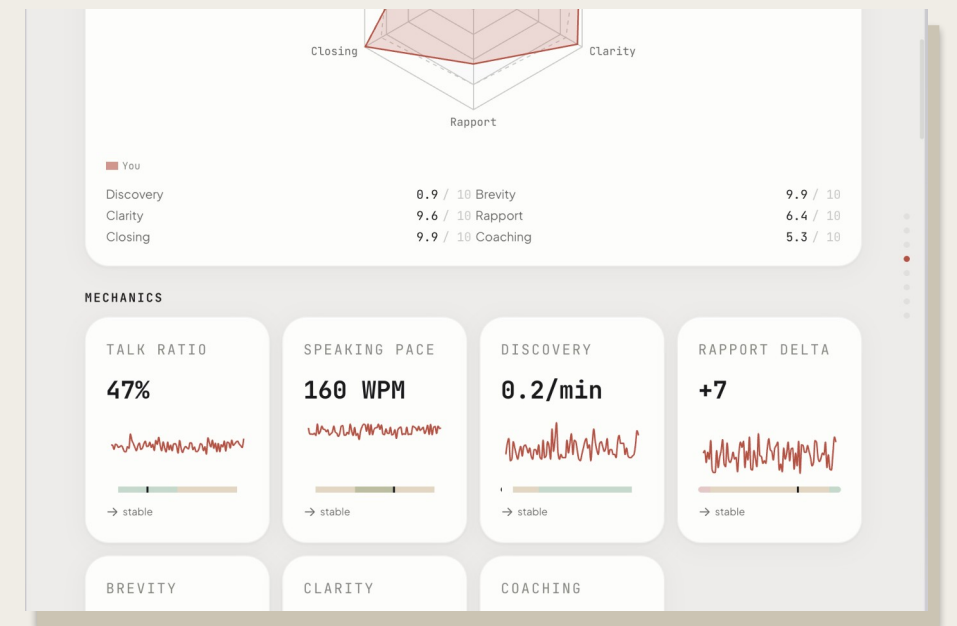
BEFORE THE CALL

AI-prepared brief in 30 seconds.



AFTER THE CALL

Key moments. Techniques cited.



OVER TIME

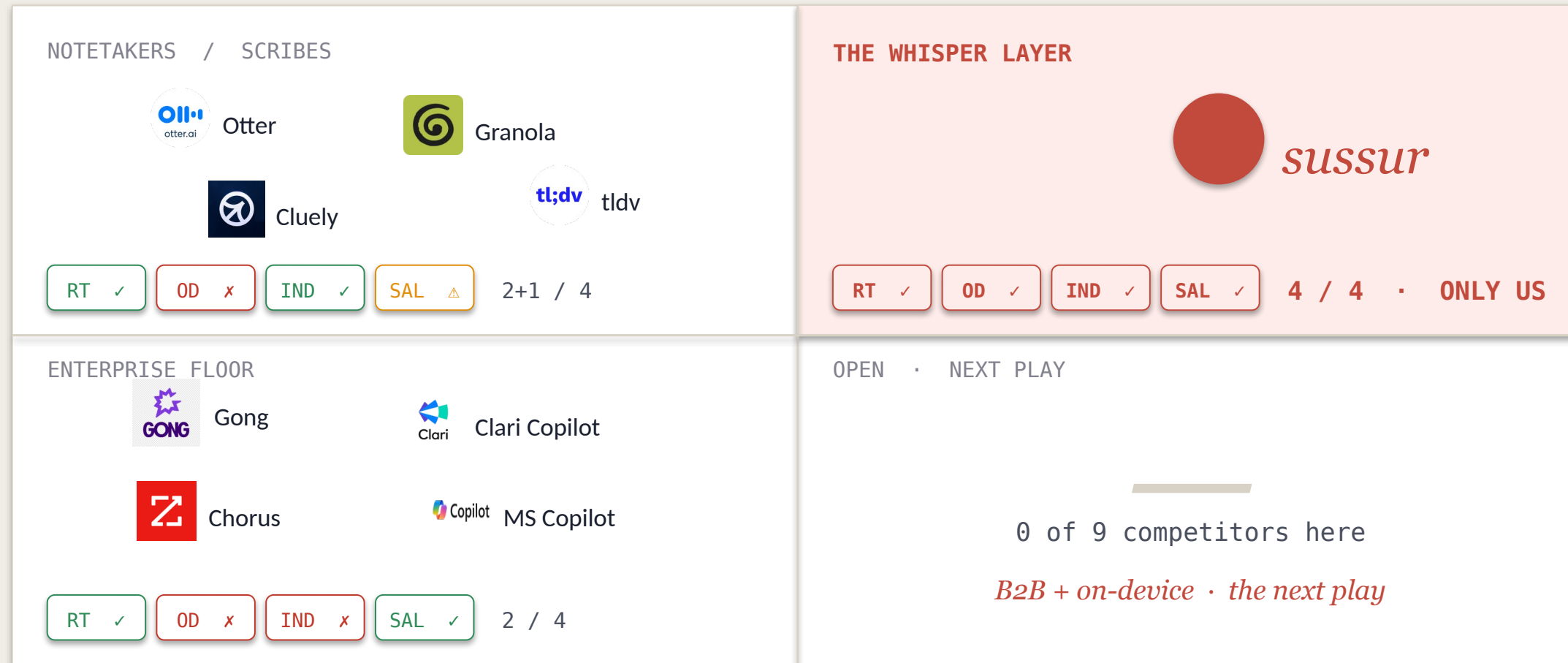
Monthly coaching narrative.

Mac app. On-device. 89 organic waitlist signups.

Only one in this quadrant.

Architecture × buyer. The two axes nobody else gets right.

↑ INDIVIDUAL



← CLOUD + BOT

ON-DEVICE + NATIVE →

Real-time · On-device · Individual buyer · Sales-specific. Only us.

Two SKUs. >90% margin. Sold direct.

PERSONAL · THE REP

€49 / €99 / €149

ONE-TIME · BRING YOUR OWN LLM KEY

- Sold on her own credit card before procurement
- Zero variable cost. The user owns the LLM relationship
- €49 founding tier locks the first 500 evangelists

BUSINESS · THE TEAM

€30 / €60 / €120 / mo

20% OFF ANNUAL · MANAGED LLM

- Compounds from month six as reps convert their teams
- \$0.0025 per coached minute · ~95% gross margin
- Same Mac app. Same code. Different motion.

Five channels. Pre-revenue. Honest data by month six.

01

Direct via my network

Build in public. Weekly product updates. Convert attention into meetings.

02

PLG referral loops

Measure every click. Self-serve referrals. Learn from the first users.

03

Setapp + Mac discovery

Setapp, MacUpdate, App Store. Passive recurring reach.

04

Product Hunt launch

Month-three spike. Free. Positions the category for 12 months.

05

Google + LinkedIn paid

High-intent search. LinkedIn for high-value sales teams. CAC is high. Deals justify it.

Europe runs on sales calls.

TAM

1.6M

European companies where sales is the engine. Digitally ready.

SAM

320K

SMB + mid-market sales teams in our reachable regions.

SOM

15K

Paid seats by year 3.
Broken down on the next slide.

Conversation intelligence is a multi-billion € category growing 12-25% per year. Europe is ~25% of global spend.

Solo. On purpose.



MIHAI DAVID MARIN

Founder & sole engineer

Constanța, Romania

2 YC interviews

Avo S21. Basetool W22. One product still running today. And profitable.

CS at Twente · Best Thesis · IEEE

University of Twente (Netherlands). The Best Thesis became a published IEEE conference paper on neural language models, 2020.

Ironman finisher

Same discipline applied to product. When I commit, I close.

The 2026 thesis

You don't need a team of six. A solo founder with AI tools can ship a serious product.

€100K to €200K

SAFE · angel note

This is just growth money.

The product is built.

WHERE THE MONEY GOES

- 60%** GTM
Google + LinkedIn paid. Founder content. Product Hunt. Setapp.
- 20%** Product
Eval credits. Design. Research. Mac-app surface that scales.
- 10%** Legal
Delaware C-Corp flip. SAFE paperwork. GDPR + DPA.
- 10%** Tooling
LLM credits. Observability. Analytics. The boring monthlies.

FIND ME AT ROUND 2

*The whisper
actually whispers.*



sussur.ai
david@basetool.ai

A whisper, when it matters.

Not an AI wrapper.

Three things you can't fake.

01

ML, not prompts

IEEE conference paper, 2020 (neural language models).

Best Thesis, Computer Science, University of Twente.

Production ML before LLMs were a category.

Prompt engineering done right: versioned registry,

promptfoo evals on every change. Not vibe-coded.

02

Curated knowledge base

Voss tactical empathy + Cialdini influence frameworks.

Each tactic tested, grounded, cited.

12 versioned LLM prompts in a registry.

8 promptfoo eval suites run on every prompt change.

03

Real on-device pipeline

sherpa-onnx + NVIDIA Parakeet TDT (on-device STT).

Multi-LLM orchestration via OpenRouter.

365 test files in CI.

Three months of integration, hand-tuned per language.

Forking is open. Reproducing the production system takes 12+ months.

Land. Scale. Expand.

01

Months 1-3

LAND

First 100

Convert existing assets.

*89 organic waitlist signups
Founder-led content in public
Product Hunt launch month 3*

Founder content. Zero paid CAC.

02

Months 3-9

SCALE

100 → 500

Mac discovery + paid acquisition.

*Setapp (passive recurring)
Google high-intent keywords
LinkedIn paid for sales teams*

Validated CAC target < €25.

03

Months 6-18

EXPAND

Personal → Team

Evangelists pull their teams in.

*In-app referral loops
Warm outbound from users
14-day team trial, no card*

First 5-10 business teams. €10-25K MRR.

Founder-led until product-led. Default-alive at month 12.

Thirteen million sales workers. Just in Europe.

CEDEFOP, 2022 · 7% of all EU employment

On commission.

A slice of their income
rides on the next call.

To one person.

On one call.
With one shot.

Mortgage on ten minutes.

The conversation tonight
pays the rent next month.

Every tool built for them is a record. A transcript. A scorecard for after.

None of them are in the room.

*There's a category for the listener.
There's nothing for the speaker.*

FOR THE LISTENER

Otter Business

\$30 / seat / month · \$19.99 annual

Sales Notetaker is locked behind Enterprise. Quote only.

Gong

\$5K-\$50K platform fee + \$1,300-\$3,000 / seat / year

\$7,500-\$65,000 onboarding before you ship.

SUBSCRIPTION · PLATFORM FEES · ONBOARDING

FOR THE SPEAKER

SUSSUR.

€49 one-time

No platform fee.

No minimums.

No onboarding.

ON-DEVICE · BYO LLM KEY · AUDIO NEVER LEAVES THE MAC

Three phases. CEE first.

01

0-18 months

CEE BEACHHEAD

2-4K

seats across 50 to 100 design-partner teams.

Warsaw · Prague · Bratislava

Bucharest · Tallinn · Vilnius

Founder-led. Network-driven.

02

12-36 months

WIDER EUROPE

6-8K

seats via PLG + AI Act wedge.

UK · Nordics · DACH

Benelux

Setapp + Product Hunt + Google + regulated verticals.

03

24-48 months

US & CANADA

3-5K

seats in Mac-heavy SaaS + agencies.

California · NYC · Toronto

Austin

"Privacy-first Gong alternative for small teams."

Starts here. In this room.

Three forces converged in 2026.

01

On-device AI hit cloud parity

Apple shipped a free 3B on-device LLM at WWDC 2025. Real-time coaching is now profitable on a consumer Mac.

02

EU AI Act may help us

Article 50 lands 2 August 2026. Cloud sales tools become a red flag in finance, legal, health. Privacy-first wins.

03

Incumbents stuck on cloud + bot

Every incumbent records and summarises. Architecture decides who wins the next decade. We start where they cannot.

Sales platforms buy what they cannot build.

Chorus.ai → ZoomInfo · \$575M cash · July 2021

ZoomInfo bought the post-call coach. We are the on-device one. Next.

BASE CASE

€5M ARR × 6× revenue

= €30M exit

20-30× on a €10K founding-tier check

STRETCH

€15-30M ARR × 8× revenue

= €120-240M exit

100-200× on a €10K founding-tier check

SAFE CONVERTS AT PRE-SEED Q3 2026 · €1M CAP · 20% FOUNDING TIER DISCOUNT

Live category comps: Granola Series C \$1.5B · Otter \$100M ARR · Gong \$4.5B secondary

\$0.0025 per coached minute. 91-96% gross margin.

PERSONAL TIER · €49 / €99 / €149 one-time

~94% gross margin

Net per €99 sale via Paddle	€93.55
LLM cost on Sussur	€0 (user BYO key)
Hosting / per-user infra	€0 (runs on user's Mac)
Paddle fee	5% + €0.50

CAC TARGET €15-25 · PAYBACK ~MONTH 1

BUSINESS TIER · €30-€120 / seat / mo

91-96% gross margin

Starter \$1.05 / seat	~96% margin
Growth \$2.63 / seat	~95% margin
Scale \$5.25 / seat	~91% margin
Model mix: Gemini 2.5 Flash + Claude Opus 4.7	

STRESS TEST: AT OPUS 3× SPIKE, MARGIN HOLDS AT ~85%

€50K → €380K → €2.1M. Default-alive at month 12.

	2026 (H2)	2027	2028
Revenue	€50,000	€380,000	€2,100,000
Operating expenses	€100,000	€230,000	€755,000
Cash flow	-€50,000	+€150,000	+€1,345,000
Cumulative cash (post-€100K raise)	€50,000	€200,000	€1,545,000

SENSITIVITY · Y1 ending cash by scenario

Base case (€100K raise, plan)	€85K
Upside (€200K raise, plan)	€185K
Revenue at 50% of plan	€40K
Revenue 50% + opex 110% of plan	€30K
Revenue 25% + opex 110%	-€7K (bridge required M11)

What CEE pre-seed looks like in 2025-26.

Company	Where	Round	Date	Lead / note
Genezio	Bucharest, RO	\$2M pre-seed	Apr 2024	Gapminder Ventures · AI dev tools
Kodesage	Budapest, HU	€2.3M pre-seed	Jan 2025	Portfolion + ex-UiPath angels
Profluo	Romania	€500K seed-start	Nov 2025	BCR Seed Starter · AI fintech
Donna	Ghent, BE	\$4.8M seed	Dec 2025	Frontline · AI sales coaching
Hupo	Singapore (SEA)	\$10M Series A	Jan 2026	DST Global · BFSI sales coaching
Zell	Berlin, DE	€500K pre-seed	Apr 2026	P3 Ventures · AI sales coaching
<i>Sussur (us)</i>	Constanța, RO	€100-200K SAFE	Jul 2026	Gluon Syndicate · founding tier

AI sales coaching is funded across Europe. CEE pre-seed is alive. We are the next one.

Only product checking all four boxes.

Company	Real-time	On-device	Individual	Sales	Pricing
 Sussur	✓	✓	✓	✓	€49-149 one-time
 Gong	✓	✗	✗	✓	\$1,300-3,000/seat/yr
 Otter.ai	✓	✗	✓	⚠	\$8.33-30/user/mo
 Granola	✗	⚠	✓	✗	\$14-35/user/mo
 Cluely	✓	✗	✓	✗	\$20-200/mo
 tldv	⚠	✗	⚠	✓	\$18-98/user/mo
 Clari Copilot	✓	✗	✗	✓	\$60-110/user/mo
 Chorus (ZoomInfo)	✗	✗	✗	✓	bundled in ZoomInfo
 MS Copilot Sales	✗	✗	✗	⚠	\$20-50/user/mo